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CHEMIST & DRUGGIST

112th year of publication Vol. 195 No. 4752

The newsweekly for pharmacy

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Published every Saturday by Benn Brothers
Ltd, Bouverie House, 154 Fleet Street,
London, EC4A 2DL (01-353 3212)Subscription Home and Overseas £8 pa;
£0.30 per copy (including postage)

Contents ©

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50 years ago. Much has happened in
that time (see page 391)*



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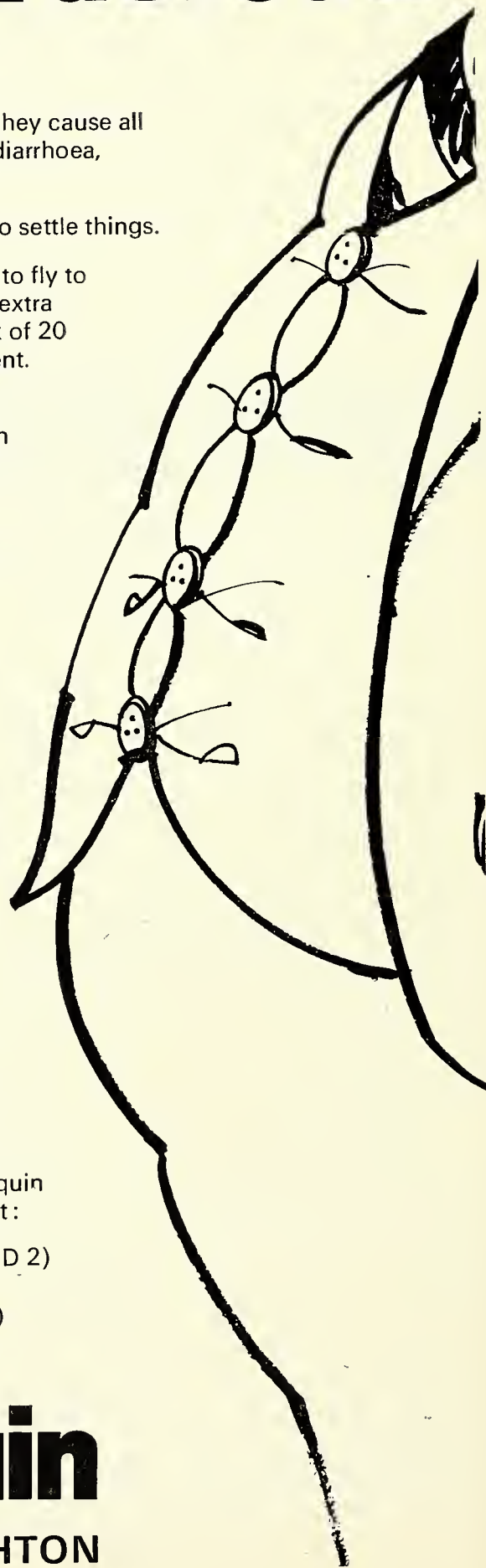
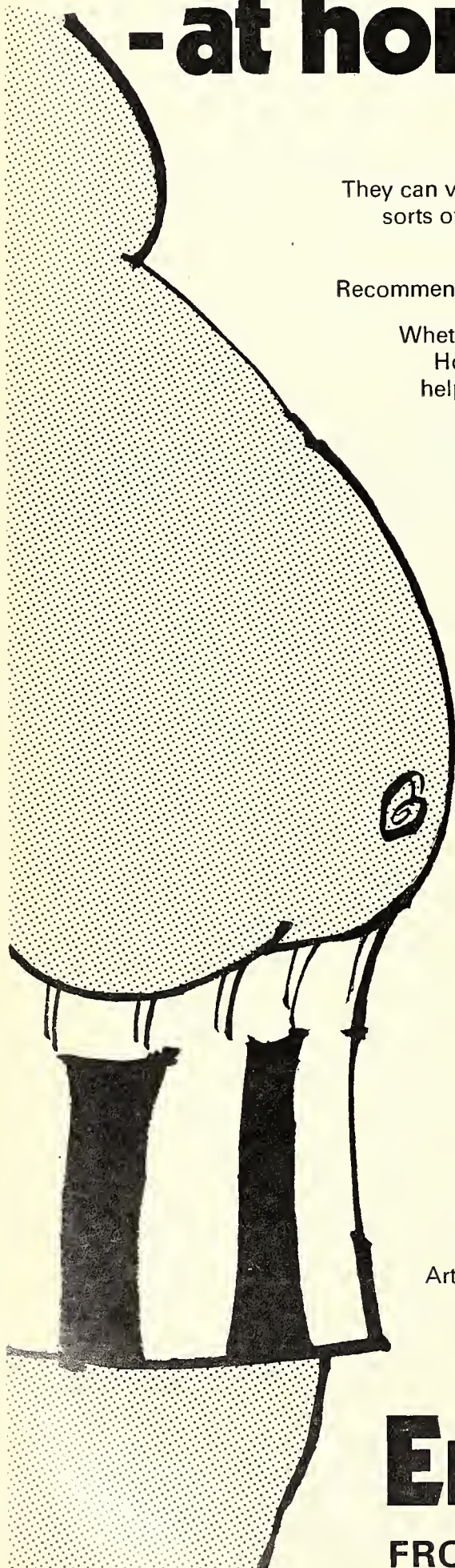
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FROM COX OF BRIGHTON



Cost-related charge: move by contractors

The Government's proposals for cost-related prescription charges — "leaked" to the Press during the past week — have been firmly rejected by the Central NHS (Chemist Contractors) Committee.

The committee gave full consideration to the proposals at its meeting on March 23, and this Monday the secretary, Mr J. Wright wrote to the Department saying they were unacceptable. "Indeed," the letter goes on "the details you gave serve to underline the soundness of the decision taken by the conference of representatives of Local Pharmaceutical Committees."

This decision was that contractors would "have no part" in operating any cost-related scheme.

According to the "leaks", chemists would have to charge National Health Service patients up to half the cost of prescriptions.

The proposals have been circulated confidentially to the Pharmaceutical Society, the Central NHS (Chemist Contractors) Committee, the equivalent Scottish organisations, and the British Medical Association for comment, but Mr Geoffrey Rhodes, member of Parliament for Newcastle East, was able to give an outline of their content — apparently derived from pharmaceutical sources — to the Press within days of their issue.

It is believed that the Government proposes to provide chemists with a chart giving quick access to the cost-related charge. The chart would divide drugs into about 15 categories according to cost and state a predetermined charge for the quantity prescribed. The charges would range, in 5p steps, from 20p up to a maximum of 50p.

The Pharmaceutical Society's Council is expected to discuss the proposals at next week's meeting, but the Society's opposition to cost-related charges is already on record.

Debate on the new charges?

Opposition leaders, headed by Mr Harold Wilson, have tabled a Parliamentary prayer calling for the annulment of the NHS (Charges) Regulations 1971 which bring in the Govern-

NHS drugs exempt from VAT?

"Small traders" would be exempted from the value added tax with which the Government proposes to replace purchase and selective employment taxes in 1973, the Chancellor of the Exchequer said in his budget statement on Tuesday.

The Green Paper issued on Wednesday (Cmnd 4621) gives no specific guidance as to the proposed rate (or rates) of the levy—although some of the wording suggests that a multi-rate tax has not been ruled out as a possibility.

On the matter of exemption the Green Paper states: "Doctors could be exempted, and arrangements could be made to relieve from tax services and drugs provided by the NHS."

Such exemption was forecast in the *C&D* article "Value added tax concerns you now" which appeared on October 31, 1970 (p 624). That article explained the workings of a VAT and examined some of its implications.

The Green Paper is designed to provide a basis for consultations on VAT with trade and professional associations.

Mr Barber regretted that SET could not be abolished this year, but the rates are to be cut by half on July 5, bringing the rates to £1.20 for men, £0.60 for women and boys and £0.40 for girls.

There is no change in purchase tax, but the Chancellor is retaining the power to use the "regulator." Reform of corporation tax is proposed, and the rate is to be reduced from 42½ to 40 per cent in respect of the financial year 1970.

ment's new 20p prescription charges.

A similar prayer has been tabled in respect of Scotland. No date was fixed for the debate at the time of going to press.



Professor A. D. M. Greenfield, Dean of the Faculty of Medicine and professor of physiology at Nottingham University, points out on a model features of a new medical centre to be constructed adjacent to the present University campus. The Medical School, the first to be established in Britain this century, is to have a chair of clinical therapeutics established with a £100,000 endowment from Boots Pure Drug Co Ltd

Spotlight on diabetes

An exhibition "Who cares about diabetes?" is being opened at Waterloo Station, London, on April 13, under the auspices of the British Diabetic Association. The exhibition, provided by Hoechst Pharmaceuticals Ltd, is designed to show what diabetes is, who gets it, and how they are treated.

Ames, a division of Miles Laboratories Ltd, will be arranging for the exhibition to travel throughout Britain during the summer.

Chemist's sign controversy

Why was a pharmacist refused planning permission to put a small, lit, sign advertising films outside his shop at Audlem, Ches, when other nearby business-premises had signs?

That was the question people in the village were asking. Nantwich rural district council were told.

Environment secretary Mr Peter Walker refused a sign because the shop was in a

preservation area. After his decision the council were advised by their planning committee to survey all lit-signs on business premises in central Audlem.

But the council rejected the advice after hearing that a survey would cause "ill feeling" in the village.

Patent appeal ruling made

Mr Justice Whitford of the Patents Appeal Tribunal has upheld the decision of the Comptroller of Patents in granting a compulsory licence to DDSA Pharmaceuticals Ltd for the importation and use of quinazoline as an intermediate in the manufacture of chlordiazepoxide and in so doing dismissed the appeal of Messrs F. Hoffmann-La Roche.

DDSA Pharmaceuticals already have a compulsory licence to import and/or manufacture chlordiazepoxide. They have synthesised both quinazoline and chlordiazepoxide in their new Battersea factory and say they intend to continually up-scale production as circumstances demand.

Pharmacy ban on amphetamines in central London?

One of the largest Executive Councils in the country, the Inner London, is joining in the campaign to banish amphetamines from pharmacies.

Following the local medical committee's recommendation that all London doctors should impose a voluntary ban on the prescribing of these drugs, the London Pharmaceutical Committee decided to ask pharmacists in inner London to cease holding stocks of them.

The Executive Council, whose support was sought, decided on March 25 to write personally to each pharmacist on its pharmaceutical list, strongly urging co-operation in its campaign against improper use of amphetamine preparations by not stocking them.

IPM conference subjects

More details of the annual conference of the Institute of Pharmacy Management (C&D, January 2, p 9) to be held at the Abbey Hotel, Great Malvern, Worcs. May 16-17, have been released.

The speakers will include Mr S. Durham on "Retail pharmacy in a free enterprise society"; Mr J. Hanson on "The development of pharmacy in Pakistan"; Mr R. L. Allison on "Some aspects of NHS remuneration"; Mr R. S. Summers and Dr T. G. Booth on "Pharmacy problems in South Africa," and Mr D. H. Maddock on the "Impact of health centres on pharmacy."

Conference fee for members of the Institute and their families including accommodation and meals is £8.50 and should be sent to the Institute at 27 Park View, Hatch End, Pinner, Middlesex, HA5 4LL.

Poisoning accidents

Nearly 44 per cent of fatal poisonings in accidents are caused by wrong or careless use of medicines and other substances found around the home, according to the Royal Society for the Prevention of Accidents who launched a campaign on household poisons on Tuesday.

The campaign has the theme "Your home is dangerous" and is directed to parents to clear out old medicine cupboards.

Narcotics figures for 1969

World production of opium in 1969 rose to 1,219 tons, a figure that has been exceeded only once since the end of the 1939-45 war. Despite increased requirements for morphine manufacture the crop was sufficient to meet opium requirements for the first time in five years.

That information is included in "Statistics on Narcotic Drugs for 1969" published by the International Narcotics Control Board, which also states that despite the increase in production the earlier heavy depletion of stocks could not be reconstituted and at the year-end stocks, at 962 tons, amounted to less than a year's requirements.

Morphine manufacture reached a new maximum of 163 tons, most of which was converted into other drugs, mainly codeine.

The trend towards decreased world consumption of cocaine became more marked during the year with a decrease of 32 per cent on 1968 to 714 kg. The manufacture of cocaine, however, rose from 1,039 kg in 1968 to 1,216 kg.

Coca leaf production reported was the highest figure

since the war at 14,603 tons. It is pointed out, however, that an increase in known production may represent a closer approximation to real production rather than a genuine increase.

Pethidine consumption (15,167 kg) was 11 per cent lower than in 1968 owing to a sizeable decrease in the United States.

Sharp increases in methadone production (678 kg) and consumption (451 kg) are also attributed to increases registered in the United States. The production figure is the highest since the drug was placed under international control.

In connection with the increased consumption, the Board point out that methadone is increasingly being used in the treatment of addiction due to abuse of opiates.

Drug store bankruptcy

Maurice Robert Sweeten, formerly trading as John Walker at 28 Queenstown Road, London SW8, drug store proprietor, appeared for public examination at London bankruptcy court recently.

His statement of affairs disclosed debts of £6,702 and "uncertain" assets.

Questioned by the official receiver, he said he acquired the business in 1968. Re-development work started in the vicinity later that year and he began to experience difficulty in meeting suppliers' accounts.

Execution was levied on his stock early in 1970 and he ceased trading.

Veterinary group survey

A survey of the membership of the Veterinary Pharmacy Group of the Pharmaceutical Society is being carried out.

The survey is to ascertain the type and scope of members' businesses and should give some guide as to the proportion of members' businesses devoted to agriculture and veterinary pharmacy.

The Agricultural and Veterinary Practices Subcommittee has recently considered correspondence from the Ministry of Agriculture, Fisheries and Food about the sale and use of the chemical alpha-chloralose in stupefying bait against certain species of birds.

Farmers may be licensed to use a bait consisting of tic beans coated with alpha-chloralose, a poison listed in Schedule 4B of the Poisons (No 2) Rules 1968. An important condition of the licence is, however, that the bait is supplied to the licence holder already prepared for use.

It would appear that some farmers have made approaches to pharmacists for supplies of alpha-chloralose as a chemical so that they may prepare their own bait. Although a pharmacist could properly supply this substance to a farmer under Section 20(5)(a) of the Pharmacy and Poisons Act, 1933, any such supply would be an offence under the Protection of Birds Acts 1954/1967.

A pharmacist may, however, prepare his own stupefying bait for sale to licence holders provided he notifies the Ministry under the Pesticides Safety Precautions Scheme of its formulation and other aspects.

Members of the Group who have received requests for the stupefying bait and who wish to prepare it themselves are advised to write to 17 Bloomsbury Square for full information on the preparation and use of the bait.

Doubts about training

Serious misgivings about the work of the Distributive Industry Training Board were expressed at a recent meeting of the Retail Alliance.

A reappraisal of the Board's activities was called for, and, in particular, it was agreed to resist any proposal for an increase in levy.



The British team that competed in the recent world bobsleigh championships, although returning empty handed, apparently derived comfort from the knocks and bumps received by means of a specially-ordered supply of Radox — their allegiance to the product is indicated in the photograph above

COMPANY NEWS

Astra earns less in 1970

The fall to an expected level of between US \$8.1m and \$8.3m in the Group earnings of the Swedish Astra group is attributed in a preliminary report for 1970 to weak expansion of the Swedish drug market, to the "negative effects of the change-over to 'single-channel distribution' by the wholesale drug trade" and to the consequences of the cyclamate withdrawal.

In 1969 earnings were \$9m from sales of \$114m. Sales in 1970 at \$122m were up but should have risen by 10 per cent or drug prices by 2 per cent to have kept pace with higher overhead costs.

Pharmaceutical sales developed more favourably in overseas markets than in Sweden. The division (excluding the Distra wholesaling company) registered an 8 per cent gain in sales but Distra was down 23 per cent.

Crude drug merchants merge

John Ronaldson & Co Ltd are to acquire the business of Mr A. D. Frischmann, trading as H. Frischmann, 16 North End Road, London NW11, on April 5.

Ronaldson are to establish a new department at their offices at 454 Grand Buildings, London WC2, which will be under the day-to-day management of Mr Frischmann, who since 1925 has been sole proprietor of the firm H. Frischmann. The business was founded by Mr Frischmann's father in 1893 as import and export merchants dealing in "Mincing Lane" produce including crude drugs and spices.

Rockware Group profits dip

The turnover of Rockware Group Ltd for the 53 weeks ended January 3 was £29.15m (against £26.44m in the previous year). Group profit before tax fell to £720,000 (from £1,082,000). Glass contributed £27.31m turnover and £1.48m profit before tax, and plastics £1.45m turnover, £18,000 profit.



A new "Salesman of the Year" cup was presented to Mr Les Lewis at Inecto's annual sales conference held in their Birmingham Centre recently. The cup was presented by sales manager, Brian Quinlan (right), and held inside it £5 as a present for Mrs Lewis, too. Mr Lewis is area representative for Inecto in the West Riding of Yorkshire, Lincolnshire, Nottinghamshire and Derbyshire

Fisons better trading results

The trading profit of the pharmaceutical division of Fisons Ltd rose to £2,430,000 in 1970 (from £2,181,000 in 1969). This was on sales of £14.89m (against £12.26m). Fison's total turnover for the year was £110.06m (£97.15m) and trading profit, £6.30m (£5.59m). Profit before tax rose to £5.54m (from £4.75m). The dividend, which is for the 18-month period to December 31, 1970, is 15½ per cent, maintaining the previous annual rate of 10½ per cent.

Dawson & Barfos made loss

Dawson and Barfos Ltd say that although the audit is not yet complete, it is now evident that their engineering division made a substantial loss for 1970.

While profits of the essences division are likely to be better than for 1969, these will be exceeded by the engineering losses by a "considerable margin."

Jeyes results below forecast

Commenting on the results of Jeyes Group Ltd for 1970 (see C&D, March 20, p 318) the chairman, Mr S. N. Steen, says they are below expectations. Reduced profitability was mainly

due to a shortfall in contribution from UK retail marketing operations, where widespread increases in costs were unusually high.

In the year, selling prices were raised three times but they had not effectively caught up on increased operating costs. All other group companies achieved their profit targets.

Smith & Nephew product sales

Group sales of medical and pharmaceutical products of Smith & Nephew Associated Companies Ltd accounted for 37.8 per cent of the total in 1970. The United Kingdom took 18.4 per cent, export 6.9 per cent and overseas 12.5 per cent. Cosmetics and toiletries accounted for 11.8 per cent.

Major changes at A & W

Major changes are announced by Oldbury division, Albright & Wilson Ltd. The marketing department is to be transferred from its Knightsbridge, London, offices to the division's headquarters and principal factory location at Oldbury, Birmingham, early in the second half of this year. The area offices in England and Wales, but not that in Scotland, are being closed.

The group head office will move from its present London offices, which are also in

Knightsbridge, into those vacated by Oldbury division marketing department as soon as the divisional move has taken place.

Zurich cosmetics conference

Leading representatives of major international cosmetics companies and their distributors will meet in Zurich, Switzerland, in May to discuss current trends in the industry, particularly marketing problems and consumer relations.

Organised by the Gottlieb Duttweiler Institute for Economic and Social Studies at Ruschlikon-Zurich, May 25-27, the conference will present speakers from Britain, France, USA, Switzerland and Germany.

"Marketing a dream" will be the title of the opening address by the conference chairman, Professor Gustav Hopf of Hamburg. Details from Mr H. Bohrer, Museum House, Museum Street, London WC1.

In brief

Bydand Ltd: It has not proved possible to obtain all the necessary approvals to the disposal of the company's equity interest in the Goldsmith Leather Co, Inc and the conditional contract has lapsed. Bydand reaffirm their intention to concentrate on the further development of hospital supply business.

Syntex Pharmaceuticals Ltd at the end of their accounting month on March 25 had, for the first time since starting up in June, 1966, sales of Syntex products of over £100,000 for a month.

Rentokil Group Ltd forecasts for the current year are "promising", says the chairman, Mr P. L. Burgin. There is considerable opportunity for further development in all major markets abroad, he declared.

Wilkinson Sword Ltd had a consolidated profit of £1,798,213 from operations during 1970, before charging tax and before deducting the interest. A final dividend of 10 per cent, makes 15 per cent (same in 1969) is recommended.

Searle of Mexico is reported to have requested authorisation to erect plant for the production of hormones in the State of Mexico at an initial cost of 13 million pesos. The company already operates another plant at Naucalpan.

PEOPLE

Lord Jacques has been appointed president of the Retail Trades Education Council in succession to Mr David Smith, whose three-year term of office has expired.

Lord Jacques is a former chairman of the Co-operative Union and has a distinguished record of service in the Co-operative movement.

Mr T. G. Bramley, MPS, of Bodmin, Cornwall, a former mayor of the borough, has been honoured by having a street named after him—thus following in the tradition of two previous pharmacists.

Mr James V. McKeever, MPSI, who qualified in 1918, has retired from practice and has closed his pharmacy at 20 Clare Street, Dublin.

Appointments

Correna International Ltd: Mr Ronald Garner is now responsible for sales development in South East England, East Anglia and the West Country.

Yardley: Mr William D. Hunt has been appointed president and chief executive officer of Yardley of London Inc. USA. Mr Hunt, most recently senior vice-president and a director of the Noxell Corporation, will assume his duties in late April.

Thomas Kerfoot & Co Ltd have appointed Mr H. Burlinson, FPS, to the board. His position as chief pharmacist will be taken by Dr J. B. Kay. Mr Burlinson has been with the company for over 35 years.

Hopkin & Williams Ltd (part of the Baird & Tatlock group) have appointed Dr C. Bayley, BSc, PhD, ARCS, to a newly-created position of marketing manager.

Izal Ltd have appointed Mr John Mycroft their general sales manager. He succeeds Mr Freddie Hope who recently became sales and marketing director, Izal Ltd.

Kimberly-Clark Ltd have promoted Nick Hodges, 31, to regional sales manager, Northern region (he was previously an area sales manager, Midland region). Mike Barrett, 34, previously regional sales manager, Northern region, has been appointed national accounts manager.



Sterling-Winthrop Research and Development, a division of Sterling-Winthrop Group Ltd, have appointed Mr Andrew Robertson (above) an associate director. He joined Winthrop Laboratories at Newcastle upon Tyne in 1957 and has been involved in analytical research and biochemical and chemical research. In January 1970 he was awarded the Sterling-Winthrop "order of merit" for his efforts in the field of medicines.

NEWS IN BRIEF

□ No retail pharmacy in Hertfordshire now stocks amphetamines. The county's pharmacists and doctors, through the Executive Council, are following others in declaring a voluntary ban on prescribing the drugs.

□ The postponed postgraduate conference of the Chiltern Region of the Pharmaceutical Society which was to have been held in Oxford on March 7 is now expected to take place on a Sunday in June.

□ The practical implications of the Equal Pay Act are the subject of a free booklet published by the Department of Employment. Copies of the booklet are being sent to employers, trade unions and employers' associations during the next few days. They are also available on request at local offices of the Department. The booklet gives general guidance, with examples, to employees and employers about their rights and obligations under the new Act.

□ Output of pharmaceuticals in the United Kingdom during the first nine months of 1970 compared with a year earlier rose by 9 per cent.

THE XRAYSER COLUMN

Prescription charges

At the time of writing, with two days to go before the imposition—the *mot juste*, I think—of the new scales of prescription charges, I have no forms, leaflets or display material to intimate to the public that things are not what they were. Why? It seems to be cutting things fine. Or are we to be left to face the day with no official support of any kind?

In the absence—or even the presence—of an official card, it is not going to be an easy matter to convince postmen, engineers and power workers that increased charges of from 60 to 300 per cent are not a little above the norm. Even the housewife may find it difficult to reconcile such things with keeping the prices down.

Yawning gulf

The president of the Pharmaceutical Society (Mr W. M. Darling) was justified in raising, at a recent meeting in London, the matter of a gulf between the pharmacist and the pharmaceutical industry. It has been obvious for many years now that the pharmacist, in the eyes of the industry, is little more than the industrious mechanic.

At one time he was to be wooed assiduously, but the coming of the Health Service made it clear that the agency to "sell" the products was no longer pharmaceutical.

The worthy Dr Marley mentioned only the other day that in the days when he prescribed the bicarbonate of soda, the tincture of rhus, the belladonna, the gentian, the wintergreen, and other such medicinal and pharmaceutical curiosities, he lunched and dined at home. But, he told me, there has been an ever-increasing appreciation of his social qualities and, on some pretext or another, he is constantly receiving lunch and dinner invitations from the drug houses.

Until I told him otherwise, he was of the opinion that I, as a pharmacist, must be equally popular. But, Mr Darling points out, the difficulty is that the manufacturer of medicines to be supplied only on prescription tends to look upon the prescriber as his customer. Up to a point that is true, but it overlooks the fact that that particular "customer" is not spending his own money.

I think it not unlikely that the increased levy, with the threat of cost-related charges at a later date, will lead to a proliferation of what used to be stigmatised as "blunderbuss therapy," with a new assault on the medical citadel.

Bygone days

"Market News" tells us that trading is depressed in all centres. But the information produced in me a feeling of nostalgia rather than depression, for it provided something of a revision course in what we called *materia medica*.

Benzoin brought back memories of the preparation of compound tincture of benzoin and the tricky operation of getting the styrax into the alcohol without becoming, in the process, something of a human flypaper. Ginger reminded me of Dr Gregory and his powder; nutmeg of tinct valerian co, fennel of compound liquorice powder, and cardamom, coriander, and cinnamon of an elegant carminative nicely coloured with cochineal.

But what are some of the strange words and symbols? What is spot high testing? Fob, I know—it is not long since I went over to a wristwatch. But what is a long ton? And how long is it? And is a nominal long ton shorter or longer? There is so much to learn that I must book a trip with your markets editor to Paraguay, to Mysore, or to where the flying fishes play.



LANCASHIRE HOTPOT

We've been cooking up something good for you in our Lancashire test market. Shield, a new anti-perspirant deodorant. For men and women.

Hot? Yes. After just a few months, Shield is already a top seller. Now Shield goes national. Big TV campaign starts April 26th. Then Shield will be your biggest-selling deodorant.

HEALTH CENTRES AND PHARMACY

2. Planning for the future

by D. Hopkin Maddock, MPharm, MPS.
This week the author considers ways in which pharmacy can combat the encroachments of the health centres.

One of the more surprising features of all the dissertations on a planned pharmaceutical service, including the report on "Pharmacies in areas of low population density," has been the lack of statistics used to substantiate the argument.

In order to assess the influence of health centres upon the future pharmaceutical services in the community, it was decided, for the purposes of the present survey, first to establish current trends.

It was soon found that in the years after the inception of the National Health Service in 1948, a peak in the number of registered premises was reached in 1954. Since then, there has been a progressive decrease in numbers, rapidly accelerating in recent years.

There are 15 areas with a resident population of over a million patients; eight of these areas, including the two with the largest number of patients, have a below-average patient per pharmacy ratio. This in spite of the fact that they have also suffered the largest number of pharmacy closures over the last ten years.

One of the major reasons for establishing a national health service was to increase the availability of health services to the whole population. It is obvious from my research that pharmaceutical services are being provided in an extremely haphazard manner. The survey has shown that 443 health centres have a minimum of 1,393 pharmacies in their orbit. An example of the effect of health centres upon pharmacy and the community is clearly illustrated by events in the Bute-town area of Cardiff.

All the doctor's surgeries in the area have now closed, all medical services being located at the health centre opened in July 1966, to serve approximately 12,000 patients. When one surgery closed, a pharmacy in which the author had an interest, and which was the nearest one to that surgery—lost 75 per cent of its dispensing overnight. When it became uneconomic, it was closed and a new pharmacy was opened some 200 yards away in a more central shopping area.

Two other pharmacies in the immediate area have since closed, the first for redevelopment reasons. A third, virtually adjoining the new health centre, was first offered to the owner of one of the other neighbourhood pharmacies and then placed on the open market, to be let by tender. The author placed an observer

outside the centre, and established the number of patients using its facilities, during the course of one week. Calculations were then made as to its potential, these steps leading to the acquisition of the premises.

The following is a record of the number of items dispensed weekly by this pharmacy after opening on August 17, 1970:

Week ending	Items dispensed
August 22	232
August 29	270
September 5	262 (bank holiday)
September 12	282
September 19	366
September 26	389
October 3	475

It is obvious from these figures that in such a situation, "customer loyalty" is non-existent, the nearest available pharmacy being used. Thus, the demonstrated threat of health centres to traditional pharmacy, together with the previously discussed existing pattern of closures, must mean a further drastic reduction in the number of pharmacies. If the community's pattern of pharmaceutical service is to be maintained, then immediate steps must be taken to prevent disaster.

False security

This situation will also have major repercussions on pharmacists themselves, as inevitably many will lose their livelihood, and hard earned assets. So far, many have treated the problems associated with health centres as of minor consequence. Doubtless they have been lulled into a state of inactivity by placing too much reliance upon the evidence provided by the Department of Health. In its annual report for 1969 it describes a total of 284 health centres, as opened, being built, or approved. While not wishing to cast aspersions upon the validity of these figures, our survey has demonstrated that, with a projected total of at least 921 centres at the end of the next five years, the problem is substantially greater than that credited by some quarters.

Pharmacy must clearly make up its mind whether to try and maintain the status quo, strangling itself in the process, or to reshape the profession with realism and not idealism. Clearly one reason for planning is a desire to control the actions of others, but another is to increase efficiency and effectiveness. Numerous case histories exist, however, to illustrate that the introduction of planning influences morale considerably. Planning makes people feel more secure, more confident of their future and gives a greater feeling of "belonging." Thus the introduction of such a concept could do much to alleviate the



present malaise that seems to permeate our profession.

In the first major exposition of the concepts of the health centre, by the Dawson Committee in 1920, the role of the pharmacist was shown to be difficult to establish. These difficulties have not been eroded by the course of time; indeed as more and more centres begin to function, their problems are proving harder to surmount.

At intervals, motions have been submitted to the Branch Representatives Meetings of the Pharmaceutical Society in an attempt to clarify the position. The following was proposed by the Bedfordshire Branch in 1967: "That it is the opinion of this meeting that in view of the increase in the number of health centres in the next decade the Council should expound its policy concerning pharmaceutical services in health centres to provide a starting point for discussion among the Society's membership."

However, there seems to have been little progress since the specific proposals issued by the Society in its memorandum of August 1967, "Group practices—health centres—redevelopment—new estates." The Society has chosen not to consider the specific problems of health centres, but to discuss instead the wider implications of a complete pharmaceutical service, for the community as a whole.

This dialogue was instigated by the Report of the Committee on the General Practice of Pharmacy, approved by a special meeting of Branch Representatives in May 1963. In September 1967, the Council of the Society set up a Committee on the Planned Distribution of Pharmacies, which was subsequently reconstituted to include co-opted members of outside pharmaceutical bodies and renamed as the Pharmaceutical Society's Committee on a Planned Pharmaceutical Service.

The new Committee issued its first report, "Pharmacies in areas of low population density," in September 1969. This describes the function of the pharmacist in the community, suggesting ways in which his services can be provided for low population areas, by the aid of subsidies, part-time and mobile pharmacies. In order to ensure the viability of a full

time pharmacy a minimum population of 4,500 is given. It is, therefore, with rural areas that the report is principally concerned.

The Committee suggests that the first step should be to investigate the feasibility of opening a pharmacy for less than the normal full working day. If this is not possible, then collecting points should be considered where they can be expected to produce an effective service. It concludes, however, that in some areas communication problems will prevent even these schemes from working.

The Committee was well aware of the importance of flexibility in the method of servicing any particular area, if necessary suggesting that all or any of the proposals described should be utilised. It argued that there seemed to be a strong case in the public interest for limiting the number of NHS dispensing contracts issued in an area, and that special subsidies should be given to support pharmacists who chose to practise in rural areas.

The procedure and machinery to be set up to administer the proposals is described in detail. In England and Wales, "pharmaceutical practice committees" should be set up by Executive Councils to consider individually applications from pharmacists who wish to practise in low population areas.

The major pharmaceutical bodies have adopted this report, apart from the section on the limitation of NHS dispensing contracts which was not acceptable to the Company Chemists Association.

Having formulated proposals for the commercially - less - contentious circumstances to be found in low population areas, it is the Committee's intention to discuss proposals for a "national planned pharmaceutical service." Surprisingly, apart from the Company Chemists, only Mr J. M. T. Ross, chief pharmacy superintendent of Boots Pure Drug Co Ltd, has publicly criticised the basic concept of the report. One wonders, therefore, if pharmacists are fully aware of the implications.

Mr Ross, speaking on a personal basis at the first conference of the Society's Sherwood Region, expressed apprehension about the control of NHS contracts. "NHS dispensing must rightly be procured in general terms by the Government as cheaply as possible," he maintained. "It would be an irresistible temptation to the Government to refuse contracts to high-cost pharmacies and then to offer monopoly situations for tendered contracts—if that is what the advocates of limitation want. "It would be very short sighted to produce a weapon for dealing with what was a transient phase but which could be used in the future by an economy-minded Government to really cause havoc in pharmacy."

Mr Ross only superficially dealt with a situation which could lead to a dramatic change in the practice of pharmacy, as known today. If we as a profession are demanding a form of planning, we must very carefully consider the implications and hazards of asking our only customer in dispensing—the Government—to assist us in achieving our aims.

The acceptance of the idea of a "planned pharmaceutical service" is not going to be easy to achieve, as it does not depend on the individual pharmacist alone. It must be remembered that roughly a quarter of all registered premises belong to some form or other of group organisation. Thus both electoral and financial interests will make it difficult for Governments to encroach upon their affairs. Pharmacy, therefore, must decide what solution it thinks is best to give the community a first-class service, and must gather the facts to substantiate its case.

Conclusion

This thesis has not been an attempt to examine the problems of pharmacy and find a solution for them. Indeed, by deliberately omitting to examine the commercial, as opposed to the professional aspects, of general practice pharmacy we are not in a position to attempt a solution. What has become evident, however, is that the influence of health centres is likely to increase faster than anticipated.

To date, too much reliance has been placed upon the statistics provided by the Department of Health and Social Security.

Although they are not incorrect, their very criteria of calculation give no real reflection of the number of health centres "in the pipeline." While it is surprising that no real attempt has been made previously to collect the information presented in this work, it is obvious that a continuous review must be carried out, by a "central pharmaceutical agency" to detect future trends. This review must be

carried out using all possible sources, as our results show that many differing plans exist.

An example has been provided from the author's locality, which indicates the damaging influence that a health centre has upon pharmacy and consequently the services provided to a community. If the experience described is of any significance, then it is possible that as many as 25 per cent of existing pharmacies could be affected by projected health centres. The implications of these figures upon the pharmaceutical Society's manpower survey are obviously of great importance and even further, could substantially influence the estimates made of the intake of students into our schools of pharmacy.

Under one roof

A good case can be made for placing all health facilities under one roof, as the patient would undoubtedly approve of a system whereby he only walked a short distance down a warm corridor to obtain his medicine, after visiting a doctor. A concept such as this, however, must be looked at in the context of the results of a survey published by Professor W. J. H. Butterfield, of work carried out under the Rock Carling Fellowship in 1968. He states that in a study of the behaviour of the local population in health and sickness "the ratio of those treating themselves outside the National Health Service to those using the National Health Service agencies is always about 8:1.

This factor, together with those set out in the Pharmaceutical Society's document "Pharmacies in areas of low population density," more than adequately demonstrate the need for a network of pharmacies throughout the community. From this study it would seem that many places could soon be deprived of this essential pharmaceutical service due to commercial pressures, the construction of health centres, and also the private formation of group medical practice—the latter was not within the scope of this study, but is nevertheless of great importance.

On balance, it is felt that both the community and pharmacy will stand to gain much more than they would lose by the introduction of a planned pharmaceutical service.

Having made a general survey of the situation in England and Wales, we intend to study in depth the disposition of health services in a representative area, to establish the feasibility of such a planned service. This work we feel, will be of value to the many authorities who have requested the results of our work, to assist them in their deliberations concerning the provision of pharmaceutical services.

Steps must be taken soon, however, to remove the entire burden of planning from enthusiastic local pharmacists. With little real guidance, they have to cope with professional planners, such as medical officers of health, vested interests and by no means least, experienced politicians. There would appear to be little to prevent the headquarters of pharmaceutical organisations building up information which would at least produce guidelines upon the procedure and tactics to be used.

County	Pharmacy gains and losses	No. of health centres	Total pharmacies left	Average no. of persons per pharmacy
Beds ...	— 5	17	74	6,554
Berks ...	— 5	7	107	6,070
Bucks ...	— 10	10	108	5,500
Cambs ...	— 8	6	52	5,972
Ches ...	— 42	45	412	3,743
Cornwall ...	— 12	8	99	3,636
Cumberland ...	— 15	—	75	3,983
Derbys ...	— 15	5	175	5,111
Devon ...	— 49	48	249	3,506
Dorset ...	— 4	6	95	3,605
Durham ...	— 88	36	294	4,868
Essex ...	— 30	22	370	3,677
Gloucs ...	— 50	22	248	4,420
Hants ...	— 44	36	407	4,031
Herefords ...	— 1	3	26	5,193
Herts ...	— 2	9	211	4,525
Hunts ...	+ 2	4	31	6,188
Kent ...	— 46	16	414	4,733
Lancs ...	— 340	66	1,348	3,894
Leics ...	— 18	10	159	5,089
Lincs ...	— 34	22	144	5,545
Middx ...	—	—	—	6,513
Norfolk ...	— 11	15	110	5,487
Northants ...	— 11	11	76	6,509
Northumbs ...	— 11	12	207	3,960
Notts ...	— 31	24	188	5,253
Oxon ...	— 4	10	64	5,927
Salop ...	— 10	4	66	5,054
Somerset ...	— 21	10	167	4,040
Staffs ...	— 70	41	167	5,305
Suffolk ...	— 15	5	89	5,984
Surrey ...	— 71	31	377	5,307
Sussex ...	— 57	25	335	3,717
Warwicks ...	225	24	423	5,142
Westmorland ...	— 3	1	21	3,390
Wilts ...	+ 39	7	80	5,797
Worcs ...	— 188	16	147	5,983
Yorks ...	—	99	1,143	4,480
WALES				
Anglesey ...	— 4	2	18	3,194
Brecons ...	—	5	16	3,369
Cardigans ...	—	1	25	2,214
Carms ...	— 9	7	52	3,146
Caerns ...	— 10	2	48	2,551
Denbigh ...	— 4	12	101	3,558
Glam ...	— 33	58	358	3,590
Merioneths ...	— 5	1	13	2,740
Montgomery ...	— 4	—	7	6,273
Pembrokes ...	— 2	7	32	3,175
Radnor ...	—	—	8	2,248
Mon ...	— 3	19	105	4,412

Standards are high when standards are Beatsons

Beatson Clark manufacture glass containers in an extensive range of standard designs. And Beatson standards of quality are high. Standards which push sales figures up—fast. Because Beatson glass has sales appeal. And think of the functional advantages—the unique qualities that keep contents pure and protected. Give a good product the benefits of a glass container from the Beatson stock.



Beatson, Clark & Co. Ltd.,
Rotherham, Yorkshire.
Tel: 0709-79141 Telex: 54329



NEW PRODUCTS AND PACKS

Over-the-counter medicinals

To complement Frador

John Bell, Hills & Lucas have released Fradojel (19p) as a complement to Frador, the treatment for mouth ulcers. It contains lignocaine hydrochloride, selected in preference to procaine because of greater penetrability and a more rapid, intense and extensive effect; benzalkonium chloride as the bactericide together with menthol and glycerin to impart a soothing cooling action on irritated mucous membranes. (Distributors Fassett & Johnson, Ltd, Billericay, Essex.)

For baby

Bottle sterilising tablets

Baby Safe tablets, for sterilising feeding bottles and teats, have been introduced by Kirby Pharmaceuticals. They contain a non-toxic organic compound that releases hypochlorous acid in aqueous solution.

The tablets, which are effervescent, are prepared by a novel patented process which is said to confer complete solution in water, without deposit, and give good stability — at least 2½ years — under normal conditions.

Pack of 18 foil-wrapped tablets engraved with a distinctive symbol, in a printed carton with instruction leaflet (£0.21). (H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk.)

Cosmetics and toiletries

New from Anne French

The latest addition to the Anne French range is claimed to be "an exciting new departure in the facial mask sector of the cleansing market."

Called Glow 5 Beauty Mask, the product is claimed to fulfill the three basic needs of face pack users — deep cleansing the skin to dissolve cosmetic build-up; brightening the complexion; and speed of action. A sachet pack (10p) provides one application of Glow 5, and there is an economy pack which consists of three sachets in a carton (£0.25). (International Chemical Co Ltd, 12 Chenies Street, London, WC1.)



Factor fragrance collection

Max Factor have begun selling in for launch on June 1 a new fragrance collection, Aquarius. Created for "the woman of today," it is described as "a memorable, haunting bouquet harmony of long-linger-ing beauty," reflecting the social atmosphere of the seventies.

The Aquarius fragrance collection comprises perfume essence which can be worn as a perfume or used as a bath oil and is in 1 oz bottle (£2.40); spray Cologne mist meant for lavish use, in 2-oz aerosol bottle (£1.35); body splash, a lighter version of the fragrance designed to act as a refreshing friction lotion for use all over the body, it stimulates the skin leaving it tingling fresh, cool and fragrant (480cc polythene bottle, £1.90); Aquarius Body Gleamer a rich, soothing body lotion with iridescence (£1.90); Bath Silk a luxurious bath oil (£1.90); bath gelee (£1.90) produces an instant foam of cleansing bubbles, at the same time turning the water sea-blue; finally, after-bath powder presented in 4-oz container, complete with a large puff (£2.05). (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP.)

Sundries

"All one size" Airstrip

Smith & Nephew have introduced the new "All One Size" tin of Airstrip plasters. Keeping the same colour scheme and basic design as other Airstrip tins, the surface treatment shows a facsimile of the plaster inside, and carries the message, "all one size—in this pack."

The same size as the present Airstrip large tin, the new tin contains 18 Airstrip "finger" dressings 2½ x 7/8 in. Order No. is 7924 (16p). (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.)

Colostomy bag range

Hollister Stoma bags for colostomy and ileostomy patients are now being offered by Abbott Laboratories. To ensure a satisfactory "fit" in most patients there is a full range of sizes. The special Karaya seal ring ensures that patient's comfort. Another feature is that the appliance creates an effective odour barrier avoiding patients' embarrassment. (Abbott Laboratories Ltd, Queenborough, Kent).

Veterinary

Horse and pony care

British Cod Liver Oils have introduced the Horseguard range of products for horse and pony care.

Horseguard nutritional supplement and conditioning oil is said to be a stabilised blend of selected edible oils and the active principles of wheat germ oil and cod liver oil.

The preparation is offered as a once-a-day tonic conditioner for all horses. It is claimed to promote healthy skin and coat condition, increase resistance to illness and disease, and to help keep older animals active. The product is available in 1 pt tins (£0.45), 1 gal tins (£2.40) and 5 gal drums (£11.12½). The antiseptic hoof oil is also a blend of selected natural oils, Stockholm tar, Fentichlor and the germicidal antiseptic PCMX. It is available in 1 pt tins (£0.75), 1 gal tins (£2.90) and 5 gal drums (£13.50).

Horseguard antiseptic hoof ointment, the companion product to the hoof oil, is available in plastic jars of 200 g (£0.70).

Horseguard antiseptic healing cream also contains Fentichlor and PCMX to help reduce wound infections. The cream is available in plastic jars of 200 g (£0.80). (Animal Health Department, British Cod Liver Oils (Hull and Grimsby) Ltd, Marfleet, Hull, Yorks.)

PRESCRIPTION SPECIALITIES

TACITIN tablets

Manufacturer CIBA Laboratories Ltd, Horsham, Sussex

Description White, film-coated tablets each containing 10 mg benzocetamine hydrochloride

Indications All types of anxiety and tension, including anxiety with psychosomatic symptoms, physical tension, or associated with mild to moderate overtones of depression

Contraindications Not recommended for use as monotherapy in psychotic states, particularly endogenous depression

Dosage One tablet, three times daily. In cases of insomnia it may prove useful to double the evening dose. Dosage can be increased to two tablets, three times daily

Precautions Use with caution in patients who may be taking alcohol or driving, or those with hepatic or renal disease

Side effects Occasional day sedation or dry mouth

Pack 100 tablets (£1.32 trade)

Supply restrictions P1, S4B

Issued April 1971

TRADE NEWS

Syntex launch plans

Four "natural beauty" skin care products to be launched by the recently-formed Skin Care Division of Syntex Pharmaceuticals Ltd, Maidenhead, Berks. will be introduced initially in London and the Home Counties towards the end of April.

The products, which will be in the medium price range, are a result of Syntex's extensive research in skin physiology.

Full details of the new skin care products will be released shortly. Meanwhile trade enquiries are being handled by: Mr Rex Priddy, Marketing Manager, Skin Care Division, Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead.

Cosmetics companies' 'images'

Gordon Simmons Research Ltd, 1 Dorset Square, London NW1, are carrying out research during April on the "image" of major cosmetic and toiletries companies among a national sample of 2,000 women.

Each company or "house" name will be rated on factors which women use to distinguish between them and their products. Results of the survey, which is open to subscription, will be available in May.

Double size

Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex, announce the introduction of a 30g tube of Proctosedyl ointment (£1.00) which is in addition to the existing 15g size.

Wasp-eze reminder

Potter & Clarke, 9 Wellesley Road, Croydon CR9 3LP, remind chemists that the wasp season gets longer as more people take holidays abroad, and that there is growing realisation that their Wasp-eze is also useful against early midge and mosquito bites. Many retailers have in the past tended to understock, they say, and this season there is to be double the advertising appropriation—including a trial television campaign. The makers suggest that chemists should ensure they have enough stocks to cope with at least the early summer demand.

New Y-clip for Sylvia towels

Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs. have designed a new type Y-clip for securing sanitary towels. It is now incorporated in all belts and the old hook type has been discontinued.

The new shape clip has been introduced to overcome the tendency of the loops to stretch or to be too long for comfort. Many users of the hook type clip have either to tie a knot in the loop to reduce its length or to wrap it several times around the hook. With the Y-clip the loop

is passed through the neck of the Y and adjusted for length. It is then pulled down into the gripper neck and for complete security passed through the clip again and pulled tight. The towel is then completely secure and because its length has been adjusted to personal requirements, more comfortable.

Secondly, the new clip caters for not only loop-end towels, but also meets the demand for a belt suitable for the increasing number of users of towels with tab ends.

Belts are supplied in display outers containing two dozen individually cartoned belts in either all white or in colour selection.

Living Hair gets new look

New packaging has been introduced for the Living Hair protein range of products by Nutress Laboratories. The "curl" theme has been carried through on all new boxes and labels, and Living Hair protein shampoo is now supplied in shatter-proof bottles of 130 cc (£0.33) and 300 cc (£0.55).

Living Hair protein conditioner and Proteiset styling lotion have been re-boxed in bright blue and pink packaging to match the new style label on the shampoo bottle. Distributors are Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.

Family Doctor on blood pressure

"You and your blood pressure" is a new title in the British Medical Association's Family Doctor booklet series (£0.10). Available to members through the National Pharmaceutical Union, 321 Chase Road, London N14.

Larger size Arlef

Parke Davis & Co, Hounslow, Middx. now market Arlef in 200 mg Kapseals as well as the original 100 mg strength. The new Kapseals containing 200 mg flufenamic acid are medium orange, opaque, with a white band.

Dental floss distributors

Farillon Ltd, Chesham House, Chesham Close, Romford, Essex, announce that they have been appointed distributors to chemists of the Ash brand waxed nylon dental floss marketed by Amalgamated Dental Trade Distributors Ltd. Pack is a spool (£0.13) of 12 yards distributed in boxes of 12 spools. Supplies will be available through wholesalers.

Revised terms

Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs. are now offering revised quantity terms for Carnation Corn Caps. There is no change in the basic prices of £1.85 plus £0.675 purchase tax per unit of 30 wallets.

One to two units of 30 wallets are charged net prices; three to five units qualify for 5 per cent discount, and six and over units qualify for 10 per cent discount. Orders for one to five units must form part of a direct minimum all goods £12 net (excluding purchase tax) order and will be subject to normal carriage terms.

The improved discount for small quantities is expected to enable many chemists to buy more economically.



Re-style from Bronnley

Bronnley's popular Pre Make-Up Soap has been re-packaged. They now come three to a box in a pastel patterned outer with an acetate lid.

H. Bronnley & Co Ltd, 10 Conduit Street, London W1 point out that the formulation of the soap is unchanged and it has only the slightest fragrance.

Pre Make-Up Soap may be sold singly (16p) or as a three-tablet box (£0.48).

Free from purchase tax

Bristol Laboratories, Langley, Slough, SL3 6EB, have been advised by Customs and Excise that with immediate effect Nulogyl is exempt from purchase tax.

Bonus offers

Radiol Chemicals Ltd, Stepfield, Witham, Essex. Biovital. 10 per cent discount on orders of 6 or more.

A. Wander Ltd, 42 Upper Grosvenor Street, London W1X 0AL. Triominic. 24 tubes of 12 invoiced as 22. (Until June 25).

Marshall's Proprietaries Ltd, 468 Purley Way, Croydon CR9 4BL. Petal Dust moth preventer. 13 invoiced as 12.

Potter & Clarke Ltd, 9 Wellesley Road, Croydon CR9 3LP. Wasp-eze. With 48 standard and 12 large, 12 standard free. With 24 standard and 6 large, 3 standard free.

Arthur H. Cox & Co Ltd (Dept. CD1), Brighton BN2 3QJ. Entroquin. Special bonus on 36.

Cupal Ltd, Blackburn, BB2 1EU. Sectovap lantern. Special discounts on 20 or more. Details from representatives.

H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk. Baby Safe tablets. 15 invoiced as 12 (introductory offer, see p 379).

J. L. Perl Ltd, 8 Esterbrooke Street, London SW1. XZ Hair Nutrient. 6 invoiced as 5. (Until April 30.)

M. Beetham & Son Ltd, Keynshambury Road, Cheltenham, Gloucs. Larola, glycerine and cucumber lotion, and Costa Brava sun-tan cream. 12 invoiced as 11. April 5-May 3.

Pharmaceutical Specialities (May & Baker) Ltd, Dagenham, Essex RM10 7XS. Anthical and Anthisan creams, Brolene eye drops 10 ml. Brolene eye ointment, and Brulidine cream. 10 invoiced as 9. April 5 to August 31. Available through wholesalers only.

Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cumbrian. Mons: Nefertiti lashes. Two free with order for six black and six brown of each style. Total 2 doz.

Fabergé Inc, Ridgeway, Iver, Bucks SL0 9JG. New Kiku anti-perspirant spray deodorant. 12 invoiced as 11.

FREE



Wasp-eze is a unique aerosol that brings cool 8-second relief to stings and bites from mosquitoes, wasps, bees, hornets, nettles and jelly fish.

The selling season is short — from May to mid-September — but it can yield a very handsome extra boost to your sales. Many sales were lost last year by failure to realise the tremendous potential.

To familiarize all retailers with this extra line we offer a free 26p standard size to any pharmacist who has not yet stocked this, chemist only, fast moving product. Or better still, you can have 12 free by placing your bonus order quickly.

Retail bonus:

4 doz standard and 1 doz large — 1 doz standard FREE
2 doz standard and ½ doz large — 3 units standard FREE

Wholesale bonus terms on application.

Cut along here



As I have not previously stocked
 Wasp-eze, please send me a free 26p
 Wasp-eze aerosol without obligation.

**Pharmacy stamp
 here please**

Pharmacist's signature

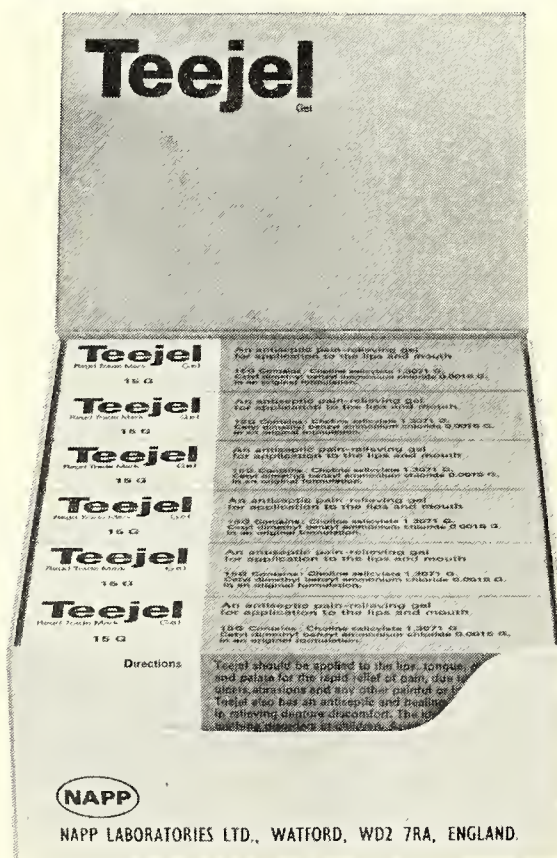


Post to
 Potter & Clarke Ltd, 9 Wellesley Road, Croydon, CR9 3LP

Over 62% profit on new **TEEJEL[®]** gel Bonus Offer

Twelve tubes of Teejel for the price of ten during the month of May. This means a return of 324p on an outlay of 200p.

*The prescribed treatment for mouth ulcers. *Full colour advertising support in medical journals. *Representative detailing.



Teejel gives very rapid pain relief in oral lesions—with anti-septic action. Teejel gel is clinically proven and is backed by recent British published work.



Napp Laboratories Ltd,
Watford, WD2 7RA, England.

*Trade Mark.

BIOVITAL LAUNCH OFFER ENDS APRIL 30th!

The 'vital living' vitamin tonic beats post-launch sales target!

Following the successful national launch in late January, selling through chemists only, the generous Biovital launch offer must come to an end on April 30th. It still leaves you nearly four weeks to re-order at the special launch terms—40p profit on a bottle which retails at £1.

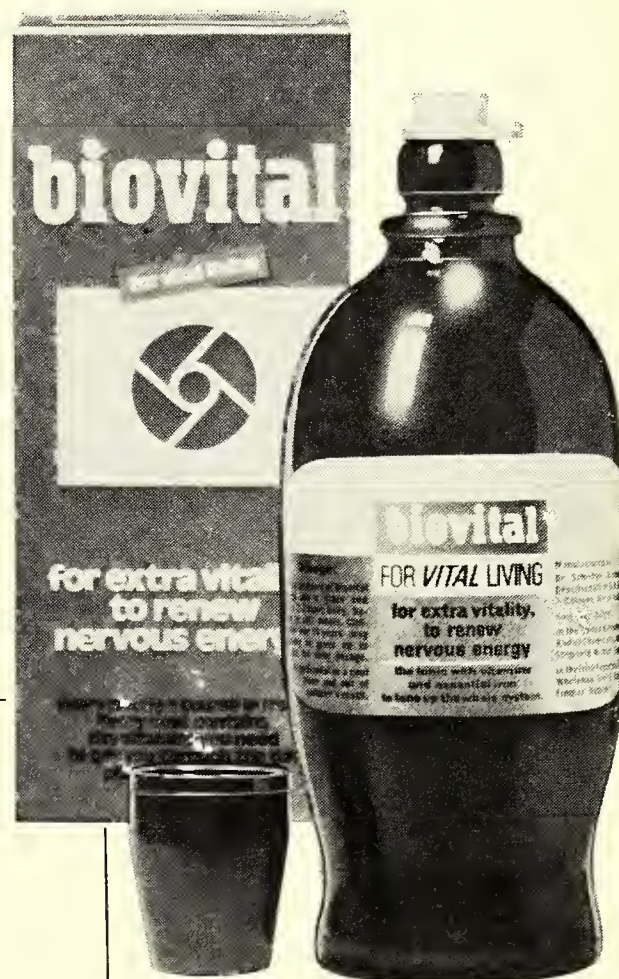
Heavy advertising of Biovital continues throughout the Summer. Regular spaces booked to appear in *no fewer than 12* leading mass circulation newspapers and magazines. Link up with this campaign by making full use of the colourful showcard and other point-of-sale material. Remember, demand for this product is a proven fact—and it's growing fast!

- **Sold ONLY through chemists**
- **Heavily advertised**
- **Up to 40% for you**

	Up to 5 bottles	6 or more bottles
Retail price	£1 each	£1 each
Your price	66½p each	60p each*
Your profit	33½p	40p

**A discount of 10% is given on direct orders of 6 or more bottles of Biovital*

PLACE YOUR ORDER TODAY !



U.K. Distributor: Radiol Chemicals Ltd., Stepfield, Witham, Essex. CM8 3AG. Tel: Witham 2538
 Scottish Agents: Wade Pharmaceuticals Ltd., Springfield Laboratories, Bishopsbriggs, Glasgow. Tel: 041-772 1152
 N. Ireland Agent: A. E. Atkinson, 135 Old Park Road, Belfast BT14 6FQ. Tel: 745197.

AGFACOLORFUL BRITAIN

In a campaign called Agfacolorful Britain, every buyer of Agfacolor film between May and the end of September will get a free guide to scores of local events and the chance to enter a photographic competition with £1,500 in prizes with special prizes of £100, £50 and £25 for dealers who sell winning films.

The accent is again on sales of 126 size cartridge film, with those buyers also getting a free print wallet if they buy negative film and users of reversal film having their slides returned in a free viewer/storage box.

Dealers will also be able to join in with extra discounts available, compact display stands and publicity material, and

prize money going to sellers of the winning films.

Advertising in the National Press will also feature up-to-date and regionalised lists of what's on.

Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex, 01-560 2131 are hoping that their list of nationwide colourful events will prove an inspiration for those photographers wishing to enter the competition, but any Agfacolor pictures on the colourful Britain theme will qualify. The prizes are: 1st, £500; 2nd, £250; 3rd, £150; 4th-15th places will win £50 each. Dealer prizes to those who sell the winning films will be: 1st, £100; 2nd, £50; 3rd, £25.



Agfacolor guide to events



Agfacolor print wallet



Agfacolor viewer/storage box

Easter closing arrangements

The following companies have advised us of their Easter closing arrangements:

Beecham Ethical Distributors, Great West Road, Brentford, Middlesex: offices closed from 5.15 pm Thursday, April 8, until 9 am, Tuesday April 13. Telephone answering service 01-560 2876. (Urgent supplies from John Bell & Croyden.)

E. H. Butler & Son Ltd, Leicester and Northampton: closed from 12 noon, Saturday, April 10, until April 14.

CIBA Laboratories, Horsham, Sussex: closed from 5.30 pm, Thursday, April 8, until 9 am, Wednesday, April 14.

Geigy Pharmaceuticals, Macclesfield, Cheshire: closed April 9, until April 13.

ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire: closed from Thursday evening, April 8 (Belfast depot open on Good Friday) until Tuesday morning, April 13. (Belfast closed.)

Merck, Sharp & Dohme Ltd, Hoddeston, Heits; closed from 5.30 pm, Thursday, April 8, until 8 am, April 13. (Urgent supplies, John Bell & Croyden.)

Northern Pharmaceuticals Ltd, Bradford: closed Sunday, April 11 and Monday, April 12; ethicals only, 9 am-12 noon April 13. Pharmax Ltd, Crayford and Bexley, Kent: closed from 5 pm, Thursday, April 8, until Tuesday, April 13 (urgent supplies from John Bell & Croyden).

Upjohn Ltd, Crawley, Sussex: closed 4 pm, April 8, until 9 am, April 13. (Urgent supplies John Bell & Croyden.)

ON TV NEXT WEEK

Anadin: Lc, Y, Sc, So, NE, U, We, B, G, Cl

Disprin: Ln, M, Sc, WW, So, U, We, B, G, Cl

Hedex: All except M, U, E, Cl

Iron Jelloids: Ln, Lc, So, NE

Milk of Magnesia tablets: All except U, Cl

Silvikrin: All except E

Vosene: All except E

Yeast Vite: All except E

PROMOTIONS

Diabetic 'Pick and Mix'

A special Easter promotion is being mounted for Wander's range of diabetic chocolate bars, which consists of milk, nut milk and plain chocolate 2½ oz bars, and coffee milk, plain mint and orange-flavoured milk chocolate in 1 oz bars.

Two wrappers have been produced: one to hold 2 x 2½ oz bars the other 3 x 1 oz bars. This is a "pick and mix" operation which enables the customer to choose his selection from the range for gift wrapping.

Show cards holding both sizes of wrappers are available for slotting into the back of the display cartons. Wrappers and the show cards are available from Wander representatives. (A. Wander Ltd, 42 Upper Grosvenor Street, London W1.)

New Glaxo Baby Book

A revised edition of the Glaxo Mother and Baby Book has recently been made available. The new 104-page book has been brought completely up-to-date to incorporate the latest "thinking" on mothercraft topics, under the editorship of a team of medical and mothercraft experts, and gives helpful and practical advice on all aspects of having and bringing up a baby.

Detailed feeding instructions for Golden Ostermilk, Glaxo's new infant food, are included in the revised edition, as well as details of the product's suitability as an alternative to cow's milk for cup feeding.

Information is also given on Ostermilk One and Two usage and on Osterfeed—the Ostermilk Redifeed System developed by Glaxo for use in maternity hospitals.

Copies are supplied through chemists (price £0.05). (Glaxo Laboratories Ltd, Greenford, Middlesex.)

Ronson hairdryers 'family'

"The biggest-ever spring campaign for hairdryers" is currently under way from Ronson. The aim of the campaign is to promote "Ronson" as the name for hairdryers and highlight individual features of the three models — the Escort, Rio and Rapide. As each hairdryer appeals to a different age group, three separate advertisements — one for each product — have been designed, to make up an "advertising family."

For example, each advertisement carries the words "Ronson hairdryer" which appear in the same style throughout.

Advertisements appear in four leading women's magazines, and the campaign continues until June. Chosen media are: *Woman's Own*, *She*, *Honey* and *19*.

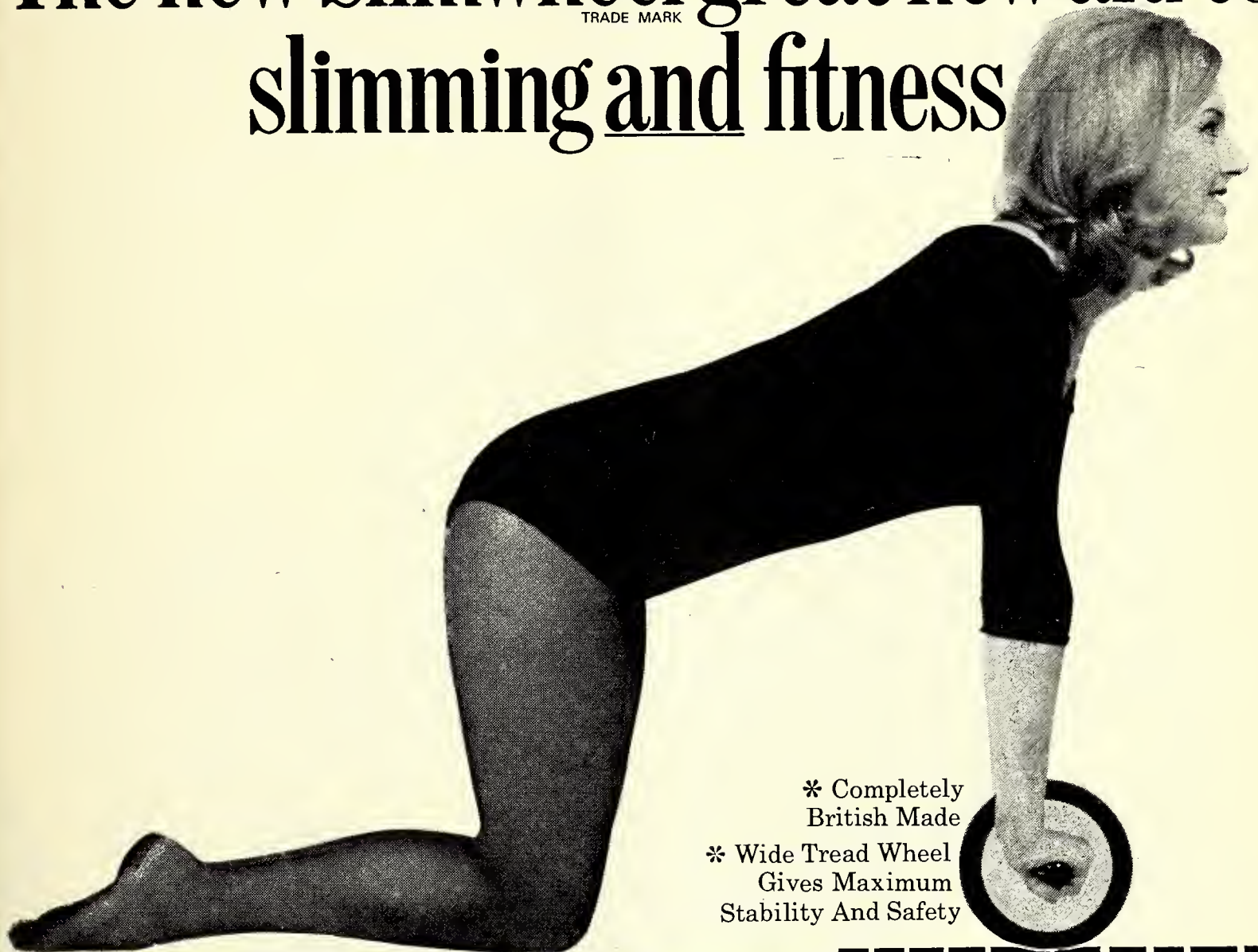
The *Daily Mirror* and *Daily Express* spearhead Ronson's advertising campaign for their new RS35 battery shaver.

This advertisement will appear in the *Daily Express* during April and May. It will spread over a whole page in the *Daily Mirror* during the week of May 17. (Ronson Products Ltd, Leatherhead, Surrey.)

Destined to be a real money spinner...

The new Slimwheel great new aid to slimming and fitness

TRADE MARK



- * Completely British Made
- * Wide Tread Wheel Gives Maximum Stability And Safety

You know that effective aids to slimming sell. And the new SLIMWHEEL not only helps people to get slim; it also helps to keep them fit and makes them feel years younger!

Supremely simple to use, this ingenious wheel requires only a minute a day. Result? Firmer stomach muscles, stronger back and much greater feeling of well being. In fact the SLIMWHEEL was created to combat the ill effects of unexercised stomach muscles. This exercise is recommended by American and continental doctors as an ideal way to correct a fat stomach and weak back—so often caused by too much sitting. Stock the SLIMWHEEL and make



fat profits from the latest slimming craze! The SLIMWHEEL is individually gift boxed and retails at a recommended **£2.75**.

Trade price £1.48 plus P.T. 53p.

Available from all pharmaceutical wholesalers including Vestric who are main pharmaceutical distributors.



Send this coupon to your Vestric Branch

Please supply ☐ SLIMWHEELS

NAME _____

ADDRESS _____

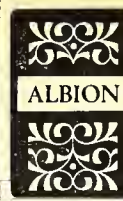
LIMBEX Ltd, 124 Barlby Road,
London, W10 6BX. 01-969 9471/2

**This is the minute
millions have been waiting for.**



WEEKLY CHANGES AND ADDITIONS

February Quarterly Price List



ALBION
Milk
and Sulphur
Skin Soap

NEW PACK
9p RETAIL
NOW BEING
NATIONALLY
ADVERTISED

prices are given per unit unless otherwise stated. Bold upright figures (0.14) in the retail columns indicate the price is subject to retail maintenance. Italic figures (0.14) is manufacturers recommended price. Light upright figures (0.14) is a suggested guide. A = Price reduced. R = Price Reduced. © = New entry. D = Delete. C = Correction. / = Insert.

	Trade £·p	Tax £·p	Retail £·p
ebut (366 Dendron)			
600 small	3.64dz	1.90dz	0.59
medium	6.10dz	3.19dz	0.99
1200 small	4.56dz	2.38dz	0.74
medium	7.39dz	3.86dz	1.20
large	12.26dz	6.41dz	1.99
line (1336 WJ & C)			
ules 100mg	8	0.34	—
mycin (746 Lederle) T5			
100mg 10	0.82	—	0.97
6	—	—	1.45½
muscular 100mg	10	0.97	—
en (346 Dales)			
een (710 Knox)			
ol (649 ICI)			
les 5mg	25	—	—
n (843 ML)			
ts 10	0.97dz	0.34dz	0.15
100	—	—	—
(126 Biocos)			
100ml	0.30	—	0.50
300ml	0.75	—	1.00
tyl (1167 Squibb) T5			
abase			
al paste 10g	0.48	—	0.72
5g	—	—	—
agyl (1336 WJ & C)			
ts 48	0.33	0.12	0.62
l (1336 WJ & C) †sl			
ts 50	0.17	—	0.25
200	0.40	—	0.60
Six (337 Curtis)			
shave lotion 110cc	5.00dz	2.75dz	0.88
ycin (1263 Upjohn) T5			
les 250mg	16	1.72	—
100	9.00	—	—
ts	—	—	—
o-Culver (1437 ACC)			
hair spray 75g	2.05dz	1.13dz	0.34
130g	2.89dz	1.59dz	0.48
220g	4.22dz	2.32dz	0.70
l (1336 WJ & C) †sls4A			
ts 100mg	0.13	—	0.20
250	1.40	—	2.10
50mg	0.13	—	0.20
gr 0.23	80	—	—
ratine (1336 WJ & C) †s48			
ts 8	0.20	0.07	0.37
Cold (843 ML) Harlech and West areas only			
ts 10	1.39dz	0.48dz	0.19½
onna (228 Carlton)			
ts 60	0.19	0.07	—
500	1.37	—	—
1000	2.63	—	—
onna-P (228 Carlton) †sls4A			
ts 60	0.20	0.075	—
dp 500	1.43	—	—
dp 1000	2.65	—	—
on (40 Allinson)			
l yeast 4oz	3.65	—	0.12½
h reduced rolls			
te or brown 15	3.72	—	0.12½
28	2.14dz	—	0.21½
y (39 Almay)			
act make-up	—	—	0.58½
mist	—	—	1.12½
sture cream	—	—	0.82½
nt cream	—	—	0.42½
mpoo	—	—	0.97½
skin	—	—	0.57½
nt care cream	—	—	0.32½
iner cake	—	—	0.77½
iner brush	—	—	0.77½
shadow brush-on	—	—	1.37½
powder	—	—	—
blush	—	—	—

	Trade £·p	Tax £·p	Retail £·p
mascara	—	—	0.77½
nail enamel clear	—	—	0.32½
creme glaze	—	—	0.46½
posted	—	—	0.46½
base & top coat	—	—	0.32½
Almevax (208 BW)			
rubella vaccine ampoules	3	2.85	—
Alphosyl (1178 Stafford)			
lotion 225ml	10.55dz	3.865dz	1.61½
250ml	—	—	—
Ambre Soie (525 Golden)			
duo-tan aerosol	4.72dz	2.60dz	0.79
home tan aerosol	—	—	—
Amylatin (126 Biocos)			
30g	0.25	—	0.33
Analgin (901 Norton) †DDI			
(distributors 1545 Vestric)			
tablets 100	0.40	—	—
Antigrippine Midy (1336 WJ & C)			
Anusol (1310 WW)			
suppositories 12	2.08dz	0.763dz	0.30
Aphrodisia (446 FI)			
Cologne spray 1785	0.48	0.265	1.05
Apioline Chapoteaut (1336 WJ & C)			
capsules 20	0.51	0.19	0.95
Aproten (227 Erba)			
diabetic products			
crispbread 265g	0.49	—	0.60
semolena 200g	0.20	—	0.30
Aquamox (746 Lederle) †s4B			
tablets 50mg	100	2.25	—
Aqua Net (1092 Saga)			
sachet refill 50cc	0.34dz	0.19½	0.06
Aquasan (430 Eucryl)			
toilet cleanser refill	1.16dz	—	0.14½
Armoricaine (1336 WJ & C)			
powder 2lb	0.59	0.22	1.10
10lb	2.53	0.93	4.71
Arocin (851 MHP)			
capsules 100	4.60dz	—	0.53½
200	8.45dz	—	0.98½
Arrowtabs (1402 AL) existing entry			
Arrowgards 2½ in sq.	20	0.30	—
Arrowmounts			
Arrowsleeves			
4 in x 5 in	0.27	—	0.40
5 in x 7 in	0.33	—	0.50
8½ in x 6½ in	0.50	—	0.75
10 in x 8 in	0.60	—	0.90
Arrowtabs	0.10	—	0.15
colour slide album			
35mm	1.67	—	2.50
2½ sq.	1.67	—	2.50
Flashflector umbrella	2.17	—	3.25
hand movie viewer			
std. 8	1.50	—	2.25
sup. 8	1.50	—	2.25
lens tissues (50)	0.07	—	0.10
mini viewer M.P. 10	0.22	0.12	0.45
negative storage album			
35mm	0.83	—	1.25
2½ sq.	0.83	—	1.25
photo corners	0.13	0.05	0.25
plastic r/mounts			
24 x 36mm	36	0.20	—
18 x 24mm	36	0.27	—
2½ sq.	24	0.33	—
Protect-a-Print leader			
std. 8	0.27	—	0.40
sup. 8	0.27	—	0.40
Reel-Ups	0.20	—	0.30
transfer movie wipes			
1	0.30	—	0.45
2	0.30	—	0.45

CONVERSION TABLE

£p.	s.	d.	£p.	s.	d.
0.01	...	2½	0.51	...	10 2½
0.02	...	5	0.52	...	10 5
0.03	...	7	0.53	...	10 7
0.04	...	9½	0.54	...	10 9½
0.05	...	1 0	0.55	...	11 0
0.06	...	1 2½	0.56	...	11 2½
0.07	...	1 5	0.57	...	11 5
0.08	...	1 7	0.58	...	11 7
0.09	...	1 9½	0.59	...	11 9½
0.10	...	2 0	0.60	...	12 0
0.11	...	2 2½	0.61	...	12 2½
0.12	...	2 5	0.62	...	12 5
0.13	...	2 7	0.63	...	12 7
0.14	...	2 9½	0.64	...	12 9½
0.15	...	3 0	0.65	...	13 0
0.16	...	3 2½	0.66	...	13 2½
0.17	...	3 5	0.67	...	13 5
0.18	...	3 7	0.68	...	13 7
0.19	...	3 9½	0.69	...	13 9½
0.20	...	4 0	0.70	...	14 0
0.21	...	4 2½	0.71	...	14 2½
0.22	...	4 5	0.72	...	14 5
0.23	...	4 7	0.73	...	14 7
0.24	...	4 9½	0.74	...	14 9½
0.25	...	5 0	0.75	...	15 0
0.26	...	5 2½	0.76	...	15 2½
0.27	...	5 5	0.77	...	15 5
0.28	...	5 7	0.78	...	15 7
0.29	...	5 9½	0.79	...	15 9½
0.30	...	6 0	0.80	...	16 0
0.31	...	6 2½	0.81	...	16 2½
0.32	...	6 5	0.82	...	16 5
0.33	...	6 7	0.83	...	16 7
0.34	...	6 9½	0.84	...	16 9½
0.35	...	7 0	0.85	...	17 0
0.36	...	7 2½	0.86	...	17 2½
0.37	...	7 5	0.87	...	17 5
0.38	...	7 7	0.88	...	17 7
0.39	...	7 9½	0.89	...	17 9½
0.40	...	8 0	0.90	...	18 0
0.41	...	8 2½	0.91	...	18 2½
0.42	...	8 5	0.92	...	18 5
0.43	...	8 7	0.93	...	18 7
0.44	...	8 9½	0.94	...	18 9½
0.45	...	9 0	0.95	...	19 0
0.46	...	9 2½	0.96	...	19 2½
0.47	...	9 5	0.97	...	19 5
0.48	...	9 7	0.98	...	19 7
0.49	...	9 9½	0.99	...	19 9½
0.50	...	10 0	1.00	...	20 0

Ascon (311 C) †				
suspension	200ml	0.1925	0.07	0.36
tablets	20	0.1042	0.035	0.19½
Askit (69 Askit)				
powders trade dispenser	30 x 3	0.825	0.285	0.05
Asmal (901 Norton) †sls4A				
(distributors 1545 Vestric)				
tablets	100	0.33	—	—
500	1.32	—	—	—
Aspro (893 Nicholas)				
tablets	8	1.895	0.645	0.07
	(4 dz)	(4 dz)		
	24	2.575	0.86	0.17
	(2 dz)	(2 dz)		
	60	2.445dz	0.83dz	0.33
	120	4.14dz	1.40dz	0.56
soluble	8	0.56dz	0.19dz	0.07½
	24	1.335dz	0.455dz	0.18

Specify **Wellcome** * Insulins

Soluble · Lente · Protamine · Globin · Isophane and 'Nuso' Neutral Insulin



Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent *Trade Mark

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Astral (333 Cupal) existing entry				Beltux (243 Cernelle)				Camcolit (221 Camden)			
Astral (333 Cupal)				multi-vitamin tablets 30	—	—	0.45	tablets 250mg	100	3.90dz	—
air fresheners				Benzac (1335Wigglesworth) †				1000	2.10	—	—
general purpose block				tablets 15	0.88dz	0.32dz	0.14	Camyna (145 B) entire entry			
Junior	—	—	0.05	Betadine (117 BPL)				Candol (1335Wigglesworth)			
Bouquet	—	—	0.08	Betadine (878 Napp)				cold sore salve	0.90dz	0.33dz	0.0
Saniflo	—	—	0.17½	ointment	0.42	—	0.56	Canoe (350 Dana)			
bubble pack blocks				Bi-Citrol (1336 WJ & C)				Cologne spray	27cc	0.435	0.233
Apple Blossom, Carna-				granules	0.38	0.14	0.71	Cantil (824 MCP)			
tion, Honeysuckle,				Billesholm (59 Ardente)				elixir	25ml	0.30	—
Lavatory Bowl,				anti-noise ear protection	0.09	—	0.14	100ml	0.76	—	—
Magnolia, Rose Petal,				ear defender	2.16	—	2.87½	50	1.22	—	—
Freesia	—	—	0.10	Bilson's (125 TJB) existing entry				500	11.04	—	16
Car freshener, Petal				Bilson's (125 TJB)				with phenobarbitone			
Fresh	—	—	0.12	nerve food	8oz	2.16dz	—	†sls4A	50	1.26	0.46
D/A toilet blocks	—	—	0.12½	16oz	3.87dz	—	0.43	Capricci (936 PNR)			
aerosols				1oz	6.57dz	—	0.73	perfume atomiser	R840	—	—
Touch of Spring, Floral				2oz	1.98dz	—	0.22	Carbact (1336 WJ & C)			
Bouquets, Freesia				Biobalm (851 MHP)	4oz	1.10dz	0.40dz	tablets	80	0.21	0.08
super household,				Bishops (132 AB) existing entry				Carnation (339 CG)			
Honeysuckle super				Bishops (132 AB)				foot powder			
household, Apple				caffeine	100g	1.80dz	0.66dz	Catapres (145 B)			
Blossom, kitchen				200g	3.10dz	1.135dz	0.45	ampoules 0.15mg/ml	5	0.50	—
deodorant	—	—	0.21	500g	6.25dz	2.29dz	0.90	tablets 0.10mg	50	1.06	—
Nice'n Fresh bathroom	—	—	0.31	100g	1.80dz	0.66dz	0.25	250	5.00	—	—
Athera (851 MHP)				200g	3.10dz	1.135dz	0.45	C.B.'s (1335Wigglesworth)			
tablets	40	1.30dz	0.48dz	500g	6.25dz	2.29dz	0.90	coltsfoot bronchials		0.65dz	0.24dz
	100	2.80dz	1.03dz	100g	2.02dz	0.735dz	0.30			1.35dz	0.49dz
	500	10.70dz	3.93dz	200g	3.40dz	1.245dz	0.50	Celaton (126 Biocos) existing entry			
Atlas (1233 Thorn)				500g	6.30dz	2.31dz	1.00	Celaton (126 Biocos)			
Flashcube (I)	—	—	0.23	36	1.80dz	0.66dz	0.25	acne cream	1.00	0.36	2.0
Magicube (I)	—	—	0.29	90	3.90dz	1.43dz	0.62	soap	0.50	0.18	0.0
Miniflash AGIB (I)	—	—	0.05	100g	1.80dz	0.66dz	0.25	body oil	1.00	0.55	1.0
Truflash IB (I)	—	—	0.05	200g	3.10dz	1.135dz	0.45	buerlecithine	250cc	1.15	—
photographic				500g	6.25dz	2.29dz	0.90	500cc	1.70	—	—
lamps P1/1	0.15	—	—	100g	1.20dz	0.44dz	0.20	dragees	36	0.65	—
P1/2	0.39	—	—	200g	2.25dz	0.82dz	0.35	CH ₃	60	1.30	—
P1/6	0.77	—	—	500g	4.10dz	1.50dz	0.70	120	2.05	—	—
P1/8	2.92	1.04	—	100g	2.50dz	0.915dz	0.36	180	3.05	—	—
P1/9	3.03	—	—	200g	3.90dz	1.43dz	0.62	240	4.00	—	—
P1/11	4.51	—	—	500g	6.30dz	2.31dz	1.00	480	7.00	—	—
P1/12	3.52	—	—	10g	0.90dz	0.33dz	0.12	day moisture	1.00	0.55	2.0
P1/13	2.53	—	—	100g	2.50dz	0.915dz	0.36	face lift	1.00	0.55	2.0
P1/15	4.02	—	—	200g	3.90dz	1.43dz	0.62	hair tonic cream	0.50	0.27	1.0
P2/1	1.10	—	—	500g	6.30dz	2.31dz	1.00	hair treatment	0.40	0.22	0.0
P2/4	0.94	—	—	100g	4.10dz	1.50dz	0.60	instant relief	1.10	0.60	2.0
P2/5	0.94	—	—	200g	2.02dz	0.735dz	0.30	Kum foot	0.30	0.11	0.0
P2/6	3.03	—	—	500g	3.40dz	1.245dz	0.50	lotion	0.10	0.055	0.0
P2/7	5.01	—	—	150	2.20dz	0.805dz	0.35	milk cleanser	0.50	0.27	1.0
P2/8	4.51	—	—	500	6.30dz	2.31dz	1.00	night star cream	1.30	0.70	2.0
P2/10	4.95	—	—					magic	2.80	1.50	5.0
P2/12	5.01	—	—					PK7	0.40	—	—
Atrixio (1164 55L) existing entry				Bisks (1530 Fisons)				placental ampoules	1.50	0.55	3.0
Atrixio (1164 55L)				cream crackers	2.27dz	—	0.23½	placenta cream	1.00	0.55	1.5
hand care tin	404	0.87dz	0.454dz	Bisumina (824 MCP)				oil	0.60	0.33	1.4
	408	1.287dz	0.672dz	suspension	200ml	0.32	0.12	0.60	0.35	—	0.5
	426	2.258dz	1.198dz	500ml	—	—	—	0.67	0.35	—	0.5
	409	7.549dz	4.001dz	tablets	50	0.36	0.13	0.67	0.35	—	0.5
tube	406	1.085dz	0.578dz					rejuvenation tablets	120	1.51	0.42
Aurora (243 Cernelle)				Bismuth Terrial (1336 WJ & C)				240	3.02	0.84	4.0
baby foods				10	1.29	0.47	2.41	rinse	0.10	0.055	0.0
cereal with chocolate,				Bismuth Tulasne (1336 WJ & C)				shampoo new	0.10	0.055	0.0
cereal with honey 7oz	2.475	—	0.16½	10	1.16	0.43	2.17	special tablets	120	1.77	0.47
	(1½dz)			Bisolvon (145 B)				240	3.45	0.93	5.0
cereal with fruit,				ampoules 4mg/2ml	5	0.50	—	Cellogen (385 DG)			
cereal with rusks &				Blattanex (96 BA)				hand cream	55cc	0.50	0.275
orange 7oz	3.90	—	0.26	insecticide aerosol	4.80dz	—	0.60	Celtex (1164 55L) existing entry			
	(1½dz)			puffer	1.68dz	—	0.21	Celtex (1164 55L)			
Aveeno (346 Dales)				Bleu Marine (Cardin (1131 Shulton))				sanitary belts		0.995dz	0.135dz
Aveeno (710 Knox)				eau de toilette	4oz	—	3.26	adjustable		0.984dz	0.134dz
Ayrton (78 A5 & Co)				Body Mist (105 BTD)				slimline		—	—
malt extract	11b	2.00dz	—	anti-perspirant aerosol				sanitary towels			
	21b	3.74dz	—	4oz	2.25dz	1.24dz	0.35	super soft	12	1.412dz	—
	71b	0.89	—	6oz	2.895dz	1.595dz	0.45		18	2.043dz	—
with c.l.o.	11b	2.08	—	squeeze pack	32cc	1.545dz	0.85dz	0.24	30	3.309dz	—
	21b	3.86	—	old packs	—	—	—	Cernitin (243 Cernelle)			
	71b	0.99	—	Boldine Houde (1336 WJ & C)				skin care products		—	—
Solazzi sticks	250g	0.40	—	granules	50	0.25	0.09	special tablets	30	—	—
	500g	0.70	—	Bonomint (1037 Reckitt)					100	—	—
	1kg	1.38	—	6	0.48dz	0.168dz	0.07		250	—	—
11b & 21b	—	—	—	16	0.99dz	0.343dz	0.15		500	—	—
Baby Life (1499 BLP)				Bonzine (333 Cupal) †					1000	—	—
baby pants				travel sickness					30g	—	—
Popular	N30	0.53dz	—	tablets	20	1.28dz	—	Cerumol (718 LAB)			
ex. large	N35	0.53dz	—	Bronnley (194 Bronnley)				eardrops	11ml	0.15	—
triple pack		1.15dz	—	soap eggs	0107	—	—	55ml	0.32	—	—
unpacked		0.39dz	—	pre-make up	0523	—	—	old formula	—	—	—
bibs and feeders				Brooklax (1037 Reckitt)				Chapstick (1071 Robins)			
No. 133		0.75dz	—	6	0.48dz	0.168dz	0.07		1.90	1.05	0.1
No. 134		0.86dz	—	18	0.99dz	0.343dz	0.15		(2 dz)	(2 dz)	—
No. 135		1.05dz	—	Brut (446 FI)				Chilban (436 Evans)			
No. 136		1.25dz	—	deodorant spray	5412	0.59	0.325	Clearasil (1055 RM)			
No. 137		1.30dz	—	old pack		—	—	cream skin tinted	2.12dz	0.78dz	0.3
No. 140		2.33dz	—	Buto (128 Biometica)				shampoo	0.23dz	0.085dz	0.0
No. 142		1.16dz	—	hair remover	24g	1.39dz	0.74dz	sachet	1.97dz	0.72dz	0.2
No. 144		1.68dz	—	51g	1.99dz	1.06dz	0.33	family			
No. 145		2.11dz	—	super with D.I.A.		3.41dz	1.82dz	Codis (1037 Reckitt) †DDI			
No. 146		2.04dz	—	Calgon (26 A & W)				tablets	8	0.80dz	0.268dz
No. 148		3.50dz	—	carton	12oz	2.64	—	20	1.43dz	0.479dz	0.2
Baycaron (542 FBA)				2½lb	4.20dz	—	0.48	48	2.89dz	0.972dz	0.4
tablets 25mg	50	1.18	0.43	7lb	10.86dz	—	1.25	Colchicine Houde (1336 WJ & C) †s4B			
	150	3.35	1.23	Calsept (901 Norton)				tablets	40	0.46	—
Bear Brand (1449 R & CFD)				(distributors 1545 Vestric)				Collosol (324 Crookes)			
tub honey	8oz	1.80dz	—	500ml	0.45	—	—	argemum	28ml		
Becosed (901 Norton) †sls4A				2l	1.63	—	—	Combizym (1490 IAP5)			
(distributors 1545 Vestric)				Camay (1010 P & G)				dragees	30	0.383	0.141
elixir	500ml	0.55	—	soap toilet	3.00	1.07	0.06½	Congreves (1534 Fennings)			
	2l	1.90	—		(6dz)	(6dz)		balsamic elixir	150ml	3.66dz	1.34dz
Bejean Specific (1336 WJ & C) †s4B				bath	3.10	1.11	0.10	Contrexville-Pavillon (1519 5A)			
	100ml	0.43	0.16		(4dz)	(4dz)		bottles	2.24dz	0.50dz	0.20

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
sol (1054 R & B)				Crepe de Chine (1551 PR)				Derbac (1070 Windsor)			
septic 250ml	0·18	0·065	0·34	eau de Cologne 5601	—	—	0·93	comb 2815	2·27dz	0·81dz	0·36
dp 500ml	0·29	—	—	5604	—	—	2·67	liquid 2811	1·13dz	0·40dz	0·18
dp 11	0·53	—	—	5608	—	—	4·26	medicated shampoo 2835	1·13dz	0·40dz	0·18
dp 21	1·00	—	—	spray 5692	—	—	1·88	soap 2810	0·69dz	0·25dz	0·11
250ml	0·13	—	0·20	perfume 5104	—	—	2·71	Derl (1070 Windsor)			
500ml	0·20	—	0·30	5102	—	—	4·26	2510	0·69dz	0·25dz	0·11
11	0·38	—	0·57	perfume de toilette				Deschiens (1336 WJ & C)			
21	0·73	—	1·09½	atomiser 5494	—	—	3·49	syrup hemoglobin	0·90	0·33	1·68
ermatic (295 CM & R)				talcum 5823	—	—	0·98	Diamond (333 Cupal)			
sol refill flykiller	1·255	—	1·67	drum 5823D	—	—	1·33	foot powder	1·43dz	—	0·16½
rs (295 CM & R) existing entry				Crown (1073 Robinson)				Dilatane (1336 WJ & C)			
rs (295 CM & R)				corn caps 6	0·74dz	0·27dz	0·11	tablets 30	0·30	0·11	0·56
ols				wool felt 4680	0·84dz	—	0·09	Dimanin (96 BA) existing entry			
killer perfumed	—	—	0·19	4681	0·84dz	—	0·09	Dimanin (96 BA)			
super	—	—	0·25	Cryogenine (1336 WJ & C)				green slime remover	1·92dz	—	0·24
large	—	—	0·45	tablets 0·5g 10	0·19	0·07	0·36	Dipterex (96 BA) existing entry			
killer	—	—	0·25	Crystapen V (518 Glaxo)				Dipterex (96 BA)			
icer	—	—	0·16½	tablets 125mg				garden insect spray	1·92dz	—	0·24
sh-aire floral,				Cullingford (331 C of C)				Disprin (1037 Reckitt)			
liquet	—	—	0·18	Noddy bubble bath refill	1·37dz	0·492dz	0·21	tablets 8	0·46dz	0·15dz	0·06½
sturne	—	—	0·30	Cupal (333 Cupal)				26	1·26dz	0·425dz	0·18
den spray	—	—	0·28	adult cough balsam†	1·40dz	0·46dz	0·21	36	1·54dz	0·518dz	0·22
chproof	—	—	0·25	lemon flu syrup†	1·77dz	—	0·21	50	1·83dz	0·611dz	0·26
ay starch	—	—	0·16½	baby cream 4oz	1·08dz	0·36dz	0·16½	100	3·10dz	1·047dz	0·44
swling insect killer	—	—	0·45	bismuthated magnesia				20	0·64dz	0·218dz	0·09
owd cleaner	—	—	0·16½	ovals tins 2oz	0·71dz	0·23dz	0·11	48	0·93dz	0·311dz	0·13
ol disinfectant 1 gal	0·465	—	0·58	burn aid cream	1·20dz	—	0·15	Dorothy Gray (385 DG)			
5gal	1·715	—	2·75	diarrhoea mixture				colour swirls	0·66	0·365	1·38
insect powder				adults 4oz	1·29dz	0·43dz	0·20½	cream rouge	0·28	0·155	0·59
fer				family antiseptic cream	1·15dz	—	0·14	eyebrow pencil	0·11	0·06	0·26
m capsules small	0·585dz	0·22dz	0·09	insect bite cream†	1·23dz	—	0·15	eye make-up remover			
large	0·685dz	0·25dz	0·11	wart solvent	0·72dz	0·24dz	0·11	12cc	0·19	0·105	0·38
inary				Cuscutine Foulon (1336 WJ & C) †				55cc	0·29	0·16	0·61
der liquid dip 1gal	1·655	—	2·07	pills 50	0·23	—	0·42	lipsticks	0·27	0·15	0·57
5gal	7·095	—	8·87	CVK (2 Abbott) TS				Perfemina handbag spray	0·13	0·07	0·27
tle drencher	6·00	—	7·50	solution 125mg 100ml	0·35	—	0·53	roll-on deodorant 55cc	0·27	0·15	0·57
ry fly spray 1gal	1·20	—	1·80	Dactil (824 MCP)				Young and Lovely			
ry ointment 2½lb	0·755	—	1·13	tablets 50	0·84	—	1·26	lipstick	0·19	0·105	0·38
10lb	2·815	—	3·75	Dalmoplast (1595 AF) existing entry				Drapolene (218 Calmic)			
nching kit	7·20	—	9·00	Dalmoplast (1595 AF)				cream 55g	1·60dz	—	0·20
n disinfectant 1 gal	1·095	—	1·37	first aid bulk packs				Draza (96 BA)			
5 gal	4·00	—	5·00	assorted gross	0·41	—	—	slug killer	1·80dz	—	0·22½
ke and worm drench				1½ in x ¾ in gross	0·30	—	—	Drenamist (894 Nicholas)			
100 dose	0·56	0·20	0·95	2½ in x ¾ in gross	0·46	—	—	Duo-Autohaler (1061 Riker) †54B			
450 dose	1·31	0·47	2·22	3 in x ¾ in gross	0·55	—	—	complete	2·10	—	3·15
900 dose	2·44	0·87	4·12	cabinet No 1	0·50	—	—	refill	0·85	—	1·28
4,500 dose	9·375	3·35	15·85	144 dressings	0·80	—	—	Dupuis (1336 WJ & C)			
ke drencher				doctors 180 dressings				pills 30	0·17	0·06	0·32
dip† ½gal	2·505	—	3·13	eye occlusion shades				Duromine (1061 Riker)			
2½gal	11·80	—	14·75	elastic	0·35dz	—	—	capsules 300 packs	—	—	—
pray aerosol				rigid	0·30dz	—	—	Durophet (1061 Riker)			
t rot aerosol	0·525	—	0·70	patch test dressings 100	1·63	—	—	capsules 300 packs	—	—	—
bng lubricant ½pt	0·30	0·11	0·51	waterproof occlusive				Durophet-M (1016 Riker)			
and mange liquid ½gal	2·60	—	3·25	dressings ¾ in diameter				capsules 300 packs	—	—	—
se powder				100	0·25	—	—	Dusk (545 Grossmith)			
100 dose	0·14	—	0·21	1½ in diameter	0·46	—	—	suntan oil 100ml	0·63	0·34	0·11
450 dose	0·37	—	0·55	1½ in x 1 in	0·39	—	—	(3dz)	(3dz)		
900 dose	0·40	—	0·53	3 in x 1 in	0·59	—	—	Dygon (816 Mayborn)			
4,500 dose	0·625	—	0·83	3 in x 2 in	0·91	—	—	colour & stain remover	0·88dz	—	0·11
gnot fly spray				strapping				1·80dz	—	0·22½	
1pt	3·305	—	4·13	1 in x 1 yd	0·47dz	—	—	Dylon (816 Mayborn)			
1qt	0·40	—	0·53	1 in x 2½ yd	0·66dz	—	—	dyes multi-purpose	0·88dz	—	0·11
½gal	0·625	—	0·83	½ in x 5 yd	0·72dz	—	—	carpet	3·20dz	—	0·40
1gal	1·125	—	1·50	1 in x 5 yd	1·10dz	—	—	cold-water	0·88dz	—	0·11
1gal	1·125	—	1·50	2 in x 5 yd	1·76dz	—	—	liquid	2·60dz	—	0·32½
worm remedy				3 in x 5 yd	2·42dz	—	—	wash 'n dye	2·80dz	—	0·35
12 dose	0·17	—	0·23	6 in x 5 yd	3·92dz	—	—	Dyspne (1336WJ&C)			
100 dose	1·125	—	1·50	strip dressings				inhal†	0·51	—	0·76
plus				1½ in x 1 yd	1·19dz	—	—	nebuliser 10cc	0·84	—	1·26
ench gun	2·815	—	3·75	2½ in x 1 yd	1·51dz	—	—	Eau Neuve (Lubin (957 Perl)) existing entry			
gworm aerosol	8·60	—	10·75	3 in x 5 yd	1·70dz	—	—	Eau Neuve (Lubin (957 Perl))			
ep drencher	0·51	—	0·68	vaccination dressings				eau de toilette 309	0·95	0·525	1·95
t dip	4·05	—	4·50	child's 0·23dz	—	—	—	310	1·45	0·80	2·95
½gal	1·875	—	2·50	adult's 0·39dz	—	—	—	311	2·20	1·21	4·45
2gal	3·305	—	4·13	zinc oxide plaster				3100	2·20	1·21	4·45
2½gal	15·40	—	19·25	½ in x 5 yd	0·86dz	—	—	atomiser 320	1·65	0·91	3·30
1lb	0·68	—	0·90	1 in x 5 yd	1·26dz	—	—	soap 316	0·35	0·13	0·69
1gal	3·79	—	5·05	2 in x 5 yd	1·93dz	—	—	Elasto (887 New Era)			
ne (1336 WJ & C)				3 in x 5 yd	3·28dz	—	—	tablets	2·83dz	1·04dz	0·44
ules	0·50	0·18	0·93	3 in x 10 yd	4·61dz	—	—	Elation (385 DG)			
edin (366 Dendron)				Dee Gee (542 Griffin)				make-up			
2	2·31dz	1·21dz	0·37½	baby bottle heater	1·42	0·51	2·40	blush-on blusher refill	0·38	0·21	0·80
os (331 C)				Delabarres (1336 WJ & C)				eyeshades	0·54	0·295	1·14
(301 Coty)	2·31dz	1·21dz	0·37½	teething syrup	0·31	0·12	0·58	eyeshadow brush-on	0·45	0·25	0·95
inals				Delaminoph (142 BML)				face glosser	0·35	0·195	0·83
rective moisturiser				tablets 1000	3·68	—	—	mascara brush-on	0·46	0·255	0·99
226	0·59	0·325	1·25	Delbiase (1336 WJ & C)				refill	0·29	0·16	0·61
nsparent face make-up				tablets 48	0·33	0·12	0·62	nail enamel pearl	0·27	0·15	0·57
239	0·52	0·285	1·10	Delsey (702 KC)				skin glossers	0·67	0·37	1·41
esy (337 Curtis) existing entry				10 case rate minimum order direct				Elvaron (96 BA) existing entry			
esy (337 Curtis)				kitchen towels	1·25dz	0·17dz	0·14	Elvaron (96 BA)			
sunburn lotion	1·80dz	0·99dz	0·35	toilet tissues	1·38	—	0·08½	black spot spray	1·92dz	—	0·24
ado beauty moist-				twin-pack roll	(1½dz)	—	—	Emoform (1341 Willows)			
ser	3·60dz	1·98dz	0·65	old pack	—	—	—	medicated toothpaste			
ado liquid cream	1·64dz	0·90dz	0·28	Democracin (1490 IAP5) TS				50g	1·61dz	0·59dz	0·25
oil	2·60dz	1·43dz	0·45	tablets 250	0·195	—	—	100g	2·49dz	0·92dz	0·39
ty oil	3·60dz	1·98dz	0·65	500	0·38	—	—	230ml	2·70dz	0·99dz	0·38
nsing cream	2·60dz	1·43dz	0·45	1000	0·75	—	—	250ml	—	—	—
nsing lotion	0·90dz	0·50dz	0·18	Depth Charge (1113 5 & B)				Encynex (1336WJ&C)			
l lotion	1·00dz	0·55dz	0·20	sea foam bath	5·65dz	2·07dz	0·80	tablets 50	0·21	0·08	0·40
ng cream	2·00dz	1·10dz	0·40	Depuratif Richelet (1336 WJ & C)				500	1·79	0·66	3·34
c fresher lemon	1·70dz	0·94dz	0·30					Enterospasmyl (1336WJ&C)			
e oil beauty lotion	3·60dz	1·98dz	0·65								
skin food	1·30dz	0·72dz	0·25								
	1·75dz	0·96dz	0·35								
	3·00dz	1·65dz	0·55								
algin (117 BPL)											
56·7g	0·15	0·06	0·31								

	Trade £·p	Tax £·p	Retail £·p
Equatone (301 Coty)			
balancing freshener 4oz	0·47	0·2585	1·00
8oz	0·78	0·429	1·65
toner 4oz	0·47	0·2585	1·00
deep cleansing oil 4oz	0·59	0·3245	1·25
enriched night treatment 2oz	0·82	0·451	1·75
facial cleansing milk 4oz	0·42	0·231	0·90
8oz	0·71	0·3905	1·50
foaming cleanser concentrate 3oz	0·59	0·3245	1·25
moisture equaliser 2oz	0·66	0·363	1·40
moisture multiplier 2oz	0·71	0·3905	1·50
overnight eye cream	0·59	0·3245	1·25
tone-up moisture mask 3oz	0·82	0·451	1·75
totally soft body lotion 8oz	0·94	0·517	2·00
Erasmic (509 Gibbs)			
shaving stick refill	1·235dz	0·455dz	0·18
shave cream brushless tube	1·40dz	0·515dz	0·20
jar	—	—	—
lather tube	1·40dz	0·515dz	0·20
giant	—	—	—
Superfoam aerosol	1·035dz	0·745dz	0·29
Erythrocin (2 Abbott)			
suspension 60ml	—	—	—
Erythroped (2 Abbott) existing entry			
Erythroped (2 Abbott) TS			
granules for suspension to make 100ml	7·00dz	—	0·88
pro infans 100ml	5·00dz	—	0·53
forte 100ml	1·13	—	1·70
Ethibute (428 Ethigel) †s4B			
tablets 100mg 250	0·45	—	—
500	0·85	—	—
1000	1·50	—	—
200mg 250	0·70	—	—
500	1·35	—	—
1000	2·50	—	—
Eupnine Vernade (1336WJ&C)			
100ml	0·29	0·11	0·54
Evian-Cachet (1519 5A)			
half bottles	2·56 (1½dz)	0·56 (1½dz)	0·19½
bottles	2·24dz	0·50dz	0·28½
Fairy (1010 P & G)			
soap complexion	3·00 (6dz)	1·07 (6dz)	0·06½
bath	3·10 (4dz)	1·11 (4dz)	0·10
family	1·94 (2dz)	0·69 (2dz)	0·12½
Faivres (1336WJ&C)			
cachets 12	0·25	0·09	0·47
Falcodyl (901 Norton) †			
(distributors 1545 Vestric)			
500ml	0·50	—	—
2l	1·65	—	—
Famel (690 Keldon)			
linctus children's †DDI 100ml	1·89dz	—	0·21
inhaler	1·21dz	0·43dz	0·17
syrup †DDI small	1·63dz	0·58dz	0·23
large	2·48dz	0·89dz	0·35
family	4·26dz	1·52dz	0·60
FDS (1437 ACC)			
deodorant aerosol 40g	2·24dz	1·23dz	0·37
deodorant aerosol	1·81dz	1·00dz	0·30
Fe-cap (824 MCP)			
capsules 2500	15·62	—	24·43
Fe-cap C (824 MCP)			
capsules 30	0·42	—	0·63
Fe-cap folic (824 MCP)			
capsules 30	0·38	—	0·57
500	3·78	—	5·67
2500	16·66	—	24·99
Fecarb (142 BML)			
tablets 5000	10·25	—	—
Feen-a-Mint (133 WL)			
tablets 24	—	—	—
Felsol (181 Felsol)			
powders 12	1·575dz	0·58dz	0·22½
60	6·24dz	2·28dz	0·88½
90	0·79	—	—
Femerital (824 MCP)			
tablets 50	0·50	—	0·75
Feminax (893 Nicholas) †DDI			
tablets 12	1·69dz	0·575dz	0·25
Fenjal (1113 5 & B)			
"Classic" creme bath 42cc	2·74dz	1·38dz	0·43
Feravol (228 Carlton)			
syrup 220ml	0·36	—	—
2l	2·37	—	—
tablets 250	0·53	—	—
1000	1·75	—	—
Feravol-G (228 Carlton)			
syrup 220ml	0·37	—	—
2l	2·43	—	—
tablets 60	0·19	—	—
250	0·67	—	—
1000	2·50	—	—
Fernico (333 Cupal)			
	1·41dz	—	0·20

	Trade £·p	Tax £·p	Retail £·p
Ferraemia (1336WJ&C)			
tablets 60	0·13	0·05	0·25
250	0·42	—	0·63
500	0·63	—	0·94
1000	1·05	—	1·58
Ferro-Mandets (746 Lederle)			
60	0·35	—	0·53
1000	4·00	—	6·00
Ferybar (1091 Rybar)			
tonic 150ml	2·00dz	0·73dz	0·31
115ml	—	—	—
Fibrosine (655 ICC)			
balm	1·41dz	0·52dz	0·20
Fields (893 Nicholas)			
bath cubes 6	1·60dz	0·84dz	0·27
talcum 1·51dz	0·79dz	0·25½	—
toilet soap 0·83dz	0·29dz	0·12	—
shave stick 0·63dz	0·22dz	0·09	—
Finalgon (145 B)			
(distributors 501 Geigy)			
ointment 20g	0·13	0·05	0·24
Flambeau (466 FI)			
Cologne spray 1785	0·48	0·265	1·05
Floradix (29 Alfonal)			
elixir	—	—	1·37½
Floret (1037 Reckitt)			
standard	1·63dz	—	0·19
Floxapen (1393 BRL) T5			
powder for syrup 100ml	1·50	—	—
Flushette (430 Eucryl)			
toilet deodoriser	0·48dz	—	0·06
Folex (1091 Rybar)			
tablets 50	2·50dz	—	0·31
500	1·35	—	—
Folvron (746 Lederle)			
tablets 100	0·35	—	0·53
Footease (1335 Wigglesworth)			
powder	0·90dz	0·33dz	0·15
Formocarbine (1336WJ&C)			
granules naphtholated or simple	0·48	0·18	0·90
Fourax (774 LR)			
skins	1·50dz	—	—
Francks Grains de Sante (1336WJ&C)			
Frantini (208 BW)			
powder 250g	2·835	—	4·25
French Almond (1070 Windsor) existing entry			
French Almond (1070 Windsor)			
anti perspirant spray 130g	2·22dz	1·19dz	0·42
bath oil 55ml	3·97dz	2·13dz	0·75
bubble bath 145ml	4·50dz	1·61dz	0·75
creme perfume 15g	5·29dz	2·84dz	1·00
dusting powder 120g	5·72dz	3·07dz	1·08
hair spray 175g	3·18dz	1·71dz	0·60
hand cream 163g	2·75dz	1·47dz	0·52
milk bath 113g	5·22dz	1·87dz	0·87
perfume small 6ml	4·23dz	2·27dz	0·80
large 14ml	7·94dz	4·26dz	1·50
spray mist 7·5g	5·56dz	2·98dz	1·05
skin perfume 25ml	4·23dz	2·27dz	0·80
soap (2) 3½oz	2·40dz	0·86dz	0·40
splash Cologne 170ml	7·94dz	4·26dz	1·50
spray Cologne 50g	4·76dz	2·55dz	0·90
talc puffer 113g	2·75dz	1·47dz	0·52
shaker 85g	2·01dz	1·08dz	0·38
travel trio 5·29dz	2·84dz	1·00	—
velvet smooth 150g	4·23dz	2·27dz	0·80
Fresh'n Dainty (506 Gerhardt)			
deodorant liquid 100cc	2·10dz	1·10dz	0·35
regular spray 70g	2·28dz	1·19dz	0·38
fleur de lis spray 50g	1·86dz	0·97dz	0·30
talcum powder 1·38dz	0·72dz	0·23	—
tissues (6) 0·90dz	0·47dz	0·14	—
economy pack (24) 2·58dz	1·35dz	0·40	—
Froment (600 JH)			
6½oz	0·84dz	—	0·09
14oz	1·80dz	—	0·19
28oz	0·265	—	0·33
Fynnon (104 BP)			
spa bath salts	1·155dz	0·585dz	0·18
Gabail (1336WJ&C)			
elixir †s4B 200ml	0·25	0·09	0·47
500ml	0·48	0·17	0·89
1l	0·79	0·29	1·47
2l	1·50	0·55	2·80
formula 2 200ml	0·25	0·09	0·47
sodium gentisate 60	0·61	—	0·92
500	3·70	—	5·55
Gala of London (876 MP)			
eye liqui tints 2·35dz	1·295dz	0·42	—
mascara liqui lash 3·75dz	2·065dz	0·67	—
skin bronzer IGB2 3·19dz	1·755dz	0·57	—
Gale's (1449 R & CFD)			
honey set and clear ½lb	1·20dz	—	0·12
1lb	1·98dz	—	0·20
Gamophen (672 Johnson)			
medicated soap 1·00 (2dz)	0·367 (2dz)	0·07½	—
Garlodex (851 MHP)			
tablets 144	4·50dz	1·65dz	0·68½
Gastrovite (824 MCP)			
tablets 50	0·24	—	0·36
250	0·98	—	1·47

	Trade £·p	Tax £·p	Retail £·p
Gayelord Hauser (759 L & B)			
juice extractor	9·05	3·32	—
Gelineau (1336WJ&C) †sl			
dragees 144	0·51	0·19	—
Gelozone (851 MHP)			
2oz	1·30dz	—	—
Genatropine (1336WJ&C)			
Geneserine (1336WJ&C)			
Genoscopolamine (1336WJ&C) †sl			
granules 60	0·45	0·16	—
Gerber (200 B & P)			
strained foods fruits 4½oz	0·59dz	—	—
Gerivin (1091 Rybar)			
tonic 150ml	2·70dz	0·99dz	—
115ml	—	—	—
Glinteel (1335 Wigglesworth)			
pastilles	0·90dz	0·33dz	—
shampoo	0·85dz	0·31dz	—
Glybron (1297 WD)			
Glybron (228 Carlton) †DDI			
112ml	1·50dz	0·55dz	—
220ml	2·60dz	0·95dz	—
Gnome (520 Gnome) existing entry			
Gnome (520 Gnome)			
projectors			
Alphax Major 721	—	—	49
722	—	—	55
Classic 741	—	—	16
Insta 762	—	—	18
Insta Classic I.Q. 765	—	—	21
Mini 763	—	—	18
Mini Classic I.Q. 766	—	—	21
Supreme '300' auto	—	—	27
de luxe	—	—	38
Supreme I.Q. auto	—	—	42
de luxe	—	—	35
'300' auto with R/F	—	—	44
de luxe	—	—	48
I.Q. auto with R/F	—	—	42
de luxe	—	—	45
de luxe	—	—	47
50	—	—	50
screens 30x30 799	—	—	3
30x30 796	—	—	4
40x40 797	—	—	5
50x50 798	—	—	7
Goddards (430 Eucryl)			
embrocation	0·78dz	0·285dz	0·0
1·215dz	0·445dz	0·0	—
1·865dz	0·69dz	0·0	—
white oils cream			
Good Boy (1396 ABL)			
choc drops for dogs	1·91 (6 dz)	0·41 (6 dz)	0·0
3·22 (4 dz)	0·69 (4 dz)	0·0	—
2·65 (2 dz)	0·57 (2 dz)	0·0	—
3·46dz	0·74dz	0·0	—
6·90dz	1·47dz	0·0	—
2·50 (2 dz)	0·54 (2 dz)	0·0	—
mini chocs			
yeast plus tablets for dogs	1·68 (2 dz)	— (2 dz)	0·0
2·08dz	—	—	0·0
Goulds (1335 Wigglesworth)			
antiseptic baby foam			
142g	2·20dz	—	0·0
baby powder			
0·90dz	0·33dz	0·0	—
Grains de Vals (1336WJ&C)			
50	0·23	0·08	0·0
Granose (535 Granose)			
blackcurrant juice	2·25dz	—	0·0
decaffeinated coffee 2oz	2·42dz	—	0·0
4oz	4·61dz	—	0·4
1½lb	2·12	—	2·0
8oz	1·36dz	—	0·1
24½oz	3·36dz	—	0·3
16oz	1·47dz	—	0·1
6oz	2·26dz	—	0·2
12oz	1·10dz	—	0·1
6lb	1·73dz	—	0·1
101	1·01	—	1·2
peanut butter			
6oz	1·10dz	—	0·1
12oz	1·73dz	—	0·1
6lb	1·01	—	1·2
peanut crumble			
6oz	1·10dz	—	0·1
12oz	1·73dz	—	0·1
6lb	1·01	—	1·2
rolls			
12	1·12dz	—	0·1
25	1·65dz	—	0·1
2lb	1·80dz	—	0·1
sea salt			
Granoton (126 Biocos)			
large	0·90	—	1·2
Grasshopper (1418 Strenol)			
Grasshopper (1169 BG5)			
ointment 25g	0·08	0·03	0·1
Grisovin (518 Glaxo) T5			
tablets 500mg 25	1·13	—	1·5
100	4·33	—	5·7
Grossmith (545 Grossmith)			
bath crystals 809	2·45dz	1·31dz	0·4
perfumed soaps (3) in acetate drums	4·20dz	1·50dz	0·6
toilet soap white rose & cucumber 206D	0·75dz	0·27dz	0·1

	Trade £·p	Tax £·p	Retail £·p
Grosvenor (547 GPC)			
packs			
foam beauty bath	55	2·16dz	0·72dz 0·33
foam gloss	56	4·80dz	1·74dz 0·75
London Scene"			
th gelee	57	2·16dz	0·78dz 0·34
ing Miss Grosvenor	66	4·20dz	1·98dz 0·69
easy 1 lb bag	1	1·02dz	0·54dz 0·18
1½ lb bag	2	1·32dz	0·72dz 0·23
artsman's soap	68	1·86dz	0·66dz 0·29
Ben Fantasy	90	2·04dz	1·14dz 0·35
nese lantern bath			
lights	92	2·28dz	1·26dz 0·39
easy white opal glass			
jar	93	5·04dz	7·76dz 0·86
ns Lithines (1336WJ&C)			
		0·35	0·13 0·65
ansa (1336WJ&C)			
ointment		0·25	0·09 0·47
Karate (1552 UL) London			
and South-east only			
ly talcum	2·925dz	1·605dz	0·50
x (1102 Sanitas)			
brushes			
istle	1·60dz	—	0·20
oddy	0·90dz	—	0·11
lon	0·935dz	—	0·11½
oddy	0·735dz	—	0·09
carded	0·935dz	—	0·11
apri	1·60dz	—	0·20
okers	1·60dz	—	0·20
in	1·40dz	—	0·17½
rior twin	1·20dz	—	0·15
ture brush	1·70dz	—	0·21
na (1136 Silber)			
eras still			
0	—	—	19·95
ase	—	—	2·47
xil (295 CM & R)			
id drench (vet.) lgal	14·25	—	19·00
y Baby (545 Grossmith)			
y powder	400g	2·50	0·89 0·20
	(2dz)	(2dz)	
ony (412 Elida)			
colour tube	1·305dz	0·72dz	0·22
ic (1037 Reckitt)			
ory cleanser			
small	0·92dz	—	0·10
large	1·44dz	—	0·16
	1·18dz	—	0·13
	1·55dz	—	0·17
hryn (1599Wintrop)			
y	1·60dz	—	0·20
atofer Robin (1336WJ&C)			
	0·45	0·16	0·84
tane (649 ICI)			
centrate 5%	51	5·00	— 7·50
roquinidine (1336WJ&C)			
lets	20	0·79	0·29 1·47
on (218 Calmic) †DDI			
lets 10 x 10	0·64	0·235	0·12
ensive Fraisse (1336WJ&C)			
n (1490 IAP5) T5			
lets 250 mg	250	1·83	—
	500	3·55	—
	1000	7·00	—
o (1028 Rapidol) existing entry			
o (1028 Rapidol)			
our creme	0·26	0·15	0·54
me hair lightener	0·12	0·07	0·25
r-in-one †	0·20	0·11	0·41
r Magic	0·16	0·09	0·33
lift	0·15	0·09	0·32
ut of a Tint	0·46dz	0·26dz	0·08
cto Rapid †	0·20	0·11	0·41
†	0·50	0·27	1·02
ctoset	0·54dz	0·30dz	0·09
ch nut oil conditioner	1·10dz	0·61dz	0·19
ampoo	0·72	0·26	0·06
	(2dz)	(2dz)	
bottle	1·66dz	0·61dz	0·26
mpoo hair colour			
rmover	0·40	0·22	0·82
in remover	0·40	0·22	0·82
uit de Marron (1336WJ&C)			
25ml	0·39	0·14	0·73
nelis (1336WJ&C)			
ema Nativele (1336WJ&C)			
poules 2ml	10	0·40	0·15 0·75
ution	50ml	0·32	0·12 0·60
lets	40	0·32	0·12 0·60
e Robin (1336WJ&C)			
esin (1336WJ&C)			
utohaler (1061 Riker) †54B			
omplete	1·97	—	2·96
fill	0·72	—	1·08
ionaidine (1336WJ&C)			
l (1378 Con Phar)			
yl (1471 Con Phar)			
el (1412 Jackel)			
mb aluminium			
ocket	200	0·12	0·045 0·22
edivm	210GF	0·13	0·05 0·25
225 & 252	—	—	—

	Trade £·p	Tax £·p	Retail £·p
Jaslyn (1070 Windsor)			
mammoth ovals	1·19dz	0·43dz	0·18
Jean Adaire (1149 Skuse)			
curlset	150cc	0·50	0·27 0·09
	(3dz)	(3dz)	
lacquer sachet refill			
28cc	0·64	0·34	0·04
	(3dz)	(3dz)	
50cc	0·94	0·51	0·06
	(3dz)	(3dz)	
Jocigares (1336 WJ & C)			
Johnsons (672 Johnson)			
gauze BPC	1yd	0·82dz	— 0·10
lint BPC	1oz	0·835dz	— 0·10
Joy-rides (1178 Stafford)			
tablets	12	1·36dz	— 0·17
Kalmine (1336 WJ & C)			
Keepaway (1418 Strenol)			
Keepaway (1169 BG5)			
Keflex (413 Lilly)			
suspension 250mg/5ml	100ml	3·75	— 5·63
	100	35·00	— 53·25
tablets 500mg			
Kelferon (824 MCP)			
tablets	100	0·20	— 0·30
	1000	1·44	— 2·16
	5000	6·40	— 9·60
Kelfolate (824 MCP)			
tablets	100	0·30	— 0·45
	1000	2·26	— 3·39
	5000	8·50	— 12·75
Kelocyanor (1077 Rona)			
ampoules	4·70	1·72	8·77
Kent (693 Kent)			
bath brushes			
FW1	2·15	0·76	3·99
FW7	1·28	0·46	2·38
FHW2	4·17	1·48	7·74
FHW4	4·17	1·48	7·74
FP7	1·62	0·58	3·01
FP6	0·60	0·21	1·11
FD3	1·28	0·46	2·38
FHDI	1·70	0·60	3·15
complexion brushes			
Bloom of Youth	BD1	0·48	0·17 0·89
hair brushes ladies	BPI	0·57	0·20 1·05
classic "oval" design			
LC4	2·43	0·86	4·51
L57	2·15	0·76	3·99
LH55	4·53	1·61	8·41
LH521	13·20	4·69	24·49
pneumatic rubber type			
LC17	1·35	0·48	2·51
LC6	1·89	0·67	3·51
whalebone pattern			
"Radial"			
LH57	4·24	1·51	7·87
LC7	1·82	0·65	3·38
LC16	1·06	0·38	1·97
LC20	0·63	0·22	1·17
LH51	2·43	0·86	4·51
LP20	1·73	0·62	3·21
Cosby "Allure"			
de luxe	2·01	0·71	3·73
popular	0·80	0·28	1·48
debutante refill	0·27	0·10	0·51
perfume	0·05	0·03	0·10
hair brushes men's			
classic "oval" design			
MN11	3·56pr	1·27pr	6·61
M51	1·54pr	0·55pr	2·86
M52	4·53pr	1·61pr	8·40
M54	4·53pr	1·61pr	8·40
MH521	26·95pr	9·59pr	50·01
M526	3·16pr	1·12pr	5·86
nail brushes "Crown"			
NP11	0·21	0·07	0·39
NH80	1·19	0·42	2·20
NH81	1·62	0·58	3·01
NH82	2·15	0·76	3·99
NH83	2·70	0·96	5·01
NH84	3·40	1·21	6·31
NH85	3·96	1·41	7·35
NP15	0·10	0·04	0·19
NH81	1·21	0·43	2·25
NB1	0·60	0·21	1·11
NB5	1·89	0·67	3·50
NB6	1·62	0·58	3·01
N9	0·21	0·07	0·37
V4	2·49	0·89	4·62
V5	3·40	1·21	6·31
V7	5·09	1·81	9·45
V8	5·66	2·01	10·50
C23	2·26	0·80	4·19
W20	0·66	0·23	1·22
W23	2·26	0·80	4·19
C21	1·55	0·55	2·88
C20	0·66	0·23	1·22
K52	3·17	1·13	5·88
K512	1·01	0·36	1·88
K528	2·12	0·75	3·93
K529	0·49	0·17	0·91
K530	0·94	0·33	1·74
toothbrushes			
"5smokers"	1·77dz	—	0·22
"Harley Street" ex. hard	1·67dz	—	0·21
"Junior"	0·67dz	—	0·08
KiKu (446 FI)			
anti-perspirant spray	0·43	0·235	0·95
spray Cologne	2oz	0·52	0·285 1·15

	Trade £·p	Tax £·p	Retail £·p
Kit-E-Kat (967 Petfoods)			
large	3·18	0·61	0·09½
(4 dz)	(4 dz)		
Kleenex (702 KC)			
10 case rates minimum order direct			
toilet tissues			
twin pack rolls	1·68	—	0·10
(1½ dz)	(1½ dz)		
Kodak (711 Kodak)			
Instamatic			
colour outfits	"33"	2·445	1·345 5·01
	"133"	3·955	1·95 7·84
	"133"-X	4·015	2·085 8·12
	"233"	5·955	3·05 12·01½
	"233"-X	6·165	3·27 12·60½
	"333"	12·235	6·485 25·10
	"333"-X	12·81	6·775 26·25½
	"304"	8·00	4·205 16·33
colour roll films			
Kodachrome-X			
127; 120; 620	0·27	0·15	0·48
828	0·245	0·135	0·44
126—12	0·32	0·175	0·57
126—20	0·40	0·22	0·71
Ektachrome high speed			
120	0·44	0·24	0·78
Ektachrome-X			
127; 120; 620	0·315	0·175	0·56
126—20	0·50	0·275	0·89
Kodachrome II 828—12	0·62	0·14	0·90
colour miniature film			
Kodachrome-X 135			
(12 exp)	0·30	0·165	0·53
(20 exp)	0·365	0·20	0·65
(36 exp)	0·50	0·275	0·89
Ektachrome high speed			
(20 exp)	0·62	0·34	1·10
Ektachrome-X 135			
(20 exp)	0·50	0·275	0·89
(36 exp)	0·71	0·39	1·26
Kodachrome II			
135—20	0·90	0·265	1·36
135—36	1·30	0·37	1·96
Kodachrome-X			
135—20	0·90	0·265	1·36
135—36	1·30	0·37	1·96
126—20	0·90	0·265	1·36
movie films (double 8mm)			
Kodachrome II			
25ft spool	1·05	0·37	1·65
25ft magazine	1·30	0·485	2·06
for Bolex	3·64	1·145	5·56
Super 8 cartridge	1·25	0·48	2·00
Super 8 double			
100ft spool	4·49	1·545	7·00
movie films (16mm)			
Kodachrome II			
50ft spool	1·75	0·665	2·79
50ft magazine	2·07	0·825	3·34
100ft spool	2·96	1·135	4·69
Kola Astier (1336 WJ & C)			
dragees	0·25	0·09	0·47
granules	0·25	0·09	0·47
Koladex (718 LAB)			
tablets	24	1·05dz	0·39dz 0·18
Kwells (893 Nicholas) †			
quick	1·53dz	—	0·17
Kwic-bru (535 Granose)			
3oz	1·76dz	—	0·18½
6oz	3·03dz	—	0·31½
2½lb	1·60	—	2·00
Lacteol (1336 WJ & C)			
ampoules	7	0·35	0·13 0·66
tablets	45	0·28	0·10 0·51
	90	0·54	0·20 1·01
Lady Manhattan (893 Nicholas)			
Cologne	1oz	3·855dz	2·01dz 0·65
hair spray		3·44dz	1·80dz 0·58
perfume	3·5cc	3·86dz	2·02dz 0·65
talcum		2·26dz	1·18dz 0·38
L'Air du Temps (936 PNR)			
creme parfum	CB3	—	1·66
dusting powder	TB2	—	1·89
perfume	B881	—	4·19
	B831	—	10·00
	B33	—	9·26
de luxe	B940	—	4·21
atomiser	B340	—	8·41
	SB1	—	1·33
soap (3)	TB3	—	1·21
talcum	B7	—	2·13
toilet water	B5	—	5·40
	B106	—	4·11
atomiser	B117	—	2·17
	B175	—	2·21
airomatique refill			
Lands (1297 WD)			
Lands (1418 Strenol)			
Lassie (967 Petfoods)			
liver rich	large	3·69	0·71 0·11
(4 dz)	(4 dz)		
Ledermycin (746 Lederle) T5			
drops	10ml	0·25	— 0·38
Lederplex (746 Lederle)			
capsules	100	0·85	— 1·28
liquid	100ml	0·35	— 0·53
Lemaire's (1149 Skuse)			
Lemaire's (545 Grossmith)			
brilliantine solid	1·50	0·81	0·09
(3dz)	(3dz)		
eau de Cologne	255cc	1·12dz	0·60dz 0·19
eau de lavande	255cc	1·12dz	0·60dz 0·19

	Trade £·p	Tax £·p	Retail £·p
Lemken (1335 Wigglesworth) hot lemon drink sachets (6)	1·33dz	0·48dz	0·20
Lichensa (1336 WJ & C)			D
Lifeguard (893 Nicholas) disinfectant	small 0·86dz	—	0·09½
	large 1·445dz	—	0·16
	giant 1·985dz	—	0·22
	lgal 0·725	—	0·96
Linituss (78 A5 & Co) 100ml	1·30dz	0·48dz	0·20½
Linus (1529 CL) vitamin C powder 60g	0·45	—	0·60
Living Hair (1412 Jackel) existing entry			D
Living Hair (1412 Jackel) protein conditioner	0·21	0·115	0·44
	shampoo	0·18	0·065
		0·30	0·11
Lixia (893 Nicholas) cold relief sachets 5	1·625dz	0·55dz	0·22
Loxon (295 CM & R) existing entry			D
Loxon (295 CM & R) liquid (vet.)	1qt 12·75	—	3·75
	lgal	—	17·00
	pellets 6	9·30	12·40
	7lb	6·56	8·75
L. P. Aerosol (1123 5LL) pressurised aerosol 10ml	0·65	—	—
Lumigerine (1336 WJ & C)			D
Luna (331 C of C) bubble bath	1·78dz	0·625dz	0·27
Lusty's (781 Lusty) celery tea 4½oz	4·50dz	—	0·50
	digestive tablets 150	2·50dz	0·915dz
	garlic perles 30	1·15dz	0·421dz
	96	3·30dz	1·21dz
	192	6·10dz	2·235dz
	1000	2·20	0·805
	150	2·50dz	0·915dz
	herbal hair tonic 110cc	1·35dz	0·745dz
	skin cream tube	1·30dz	0·715dz
	tablets special 150	2·50dz	0·915dz
	kelp powder blue 4oz	1·40dz	—
	malated tablets 250	3·00dz	—
	capsules 24	1·40dz	—
	84	3·85dz	—
	lecithin capsules 60	1·40dz	—
	300	5·00dz	—
	lemon hand cream tube	1·30dz	0·715dz
	menthol cones	0·60dz	—
	nerve tablets 150	2·50dz	0·915dz
	pilewort suppositories	2·25dz	0·82dz
	raspberry tea 1·20dz	0·442dz	—
	seaweed bath 1·90dz	0·995dz	—
	seaweed tablets 150	2·50dz	0·915dz
	seaweed and celery tablets 150	2·50dz	0·915dz
	seaweed and sarsaparilla tablets 150	2·50dz	0·915dz
	sleep inducing tablets 150	2·50dz	0·915dz
	slippery elm tablets 25	0·60dz	—
Lysanthine (1336 WJ & C) granules	0·36	0·13	0·67
Macleans (105 BTD) toothpaste freshmint or fluoride	standard 0·98dz	0·335dz	0·14
	large 1·395dz	0·475dz	0·19½
	economy 1·96dz	0·67dz	0·27½
	giant 2·495dz	0·85dz	0·35
regular and spearmint			D
Mademoiselle Ricci (936 PNR) toilet water	E7 E6	—	1·97
	atomiser E107	—	3·18
	refill E175	—	2·75
	cream perfume CE3	—	2·36
	soap 5E1	—	1·66
	talcum TE3	—	1·33
Mafu (506 Gerhardt) insecticide strip 10	0·29	—	0·40
	40	0·61	0·85
Ma Griffe (1469 PC) Cologne 4oz 8029	—	—	2·87
	26oz 8032	—	14·20
	perfume cream 4804	—	1·52
	miparfum 1oz	—	3·26
	mousse douce 4829	—	1·28
	perfume 8042	—	2·53
	atomiser 8079	—	4·00
	soap 4851B	—	0·56
	4856	—	0·82
	toilet perfume 8728	—	2·49
	8730	—	6·31
	velvet foam bath 4848	—	2·29
Mammiject (1169 BG5) injection (vet.)	1·02	—	1·60
Mannitol (1123 5LL) B.P. 10% 500ml	0·63	—	—
	20% 500ml	0·61	—
	25% 500ml	0·61	—
Marathon (98 Beales) existing entry			D
Marathon (98 Beales) one-way nappies (2 in bag)			
	standard	2·28dz	—
	large	2·58dz	—
Marcaïn (179 BDH) ampoules plain	0·5% 10ml x 5	0·83dz	—
	0·25% 10ml x 5	0·69dz	—

	Trade £·p	Tax £·p	Retail £·p
Margo of Mayfair (798 Margolis)			D
Margo of Mayfair (545 Grossmith) baby powder	85g x 2dz 170g x 2dz	1·13 1·65	0·40 0·59
	luxury 280g x 2dz	2·63	0·94
	bath cubes (6) 4dz	2·26	1·21
	bath salts 340g x 2dz	1·42	0·76
	bubble bath sachets 3dz	0·96	0·34
	deodorant "24 hour call" 84cc x 2dz	2·50	1·36
	hair lacquer		
	sachet refill 50cc x 3dz	0·94	0·51
	crystal clear 50cc x 3dz	0·94	0·51
	aerosol standard		
	84cc x 2dz	1·85	0·99
	grant French		
	280cc x 1dz	1·85	0·99
	spray dispenser		
	56cc x 1dz	0·70	0·38
	hand cream "avante garde" 150cc x 2dz	1·85	0·99
	"rose drops" 48cc x 1dz	0·40	0·21
	shampoos		
	assorted sachets		
	20cc x 2dz	0·35	0·12
	5t. Tropaz cream, egg & lemon, medicated		
	380cc x 2dz	2·13	0·76
	herb 380cc x 2dz	2·37	0·85
	talcum giant ovals 340g x 2dz	2·56	1·38
Marinure (1159 W5HL) existing entry			D
Marinure (1159 W5HL) liquid seaweed concen- trate	175ml 500ml	1·12dz 2·40dz	— 0·14
Marion Moore's (545 Grossmith) witch hazel jelly 30g	0·54dz	0·29dz	0·10
Marivax (208 BW) V50 vaccine 250 dose 5	59·93	—	70·50
Martlet (1394 MWC) cider vinegar	13oz 40oz lgal	— — —	0·17 0·47 1·28
	Honegar	13oz 40oz lgal	— — —
			0·30 0·86 2·90
Marwol (675 Jones)†sl mole poison	1·60dz	—	0·20
Marzine (208 BW) †s7 tablets 50mg 10	0·10	—	0·15
	100	0·66	0·99
Matey (893 Nicholas) bath liquid	1·69dz	0·575dz	0·22
	powder	1·69dz	0·575dz
Maybelline (1377 R & A) eye gloss pearly	1·50dz	0·784dz	0·25
	eye lashes	4·50dz	2·351dz
	adhesive	1·50dz	0·784dz
	eyeliner cake	0·90dz	0·47dz
	eyeliner brush	1·50dz	0·784dz
	eye shadow single	0·90dz	0·47dz
	eye shadow brush	1·35dz	0·708dz
	applicator	0·90dz	0·47dz
Mazola (200 B & P) corn oil	16oz 22oz 32oz	2·17dz 2·88dz 4·14dz	— — —
			0·21½ 0·28½ 0·41
McKintol (1335 Wigglesworth) dandruff lotion 4oz	1·25dz	0·69dz	0·21
Medicare (295 CM & R) existing entry			D
Medicare (295 CM & R) Medijel (366 Dendron)			I
	tube	1·50dz	—
	pastilles 10	1·265dz	—
Menopax (894 Nicholas) †s4B tablets forte 60	0·21	—	0·31
	100	—	—
Metanium (115 Bengue) existing entry			D
Metanium (115 Bengue) ointment	13g	0·10	—
	500g	1·50	—
	powder 25g	0·10	—
	100g	0·25	—
Mimospray (1413 P & S) (distributors 649 ICI) aerosol unperfumed	1·61dz	0·59dz	0·25
Minadex (518 Glaxo) syrup	200ml 400ml 500ml	0·135 0·255 —	0·19 0·35½ —
Mister Smiths (11575) Delete existing entry, prices on application to distributor.			D
Mitchum (1520 IPM) esoterica cream †	—	—	—
Mixtamycin (378 Dista) Moditen (1176 Squibb)			D
	tablets 1 mg 25	—	—
Molat (126 Biocos) 185g	0·50	—	0·65
	340g	0·80	1·10
	430g	1·10	1·50
	650g	1·40	1·90
Morkit (96 BA) bird repellent	1·68dz	—	0·21
	old packs	—	—

	Trade £·p	Tax £·p	Retail £·p
Mothaks (430 Eucryl) aerosols	1·56dz	—	—
	wax polish	1·68dz	—
Movol (867 Movel) † iron mould remover	0·80dz	—	—
Mucinum (1336 WJ & C) tablets 30	0·28	0·10	—
Mulsivin (1091 Rybar)†DDI expectorant 150ml	1·50dz	0·55dz	—
	115ml	—	—
Mycolactine (1336 WJ & C) †s7 tablets 50	0·14	0·05	—
	250	0·51	0·19
Myloeto (875 MPL) (distributors 1282 V8)			
Myocrisin (971 P5M8) ampoules 100mg & 200mg			
Mysteclin (1176 Squibb) T5 capsules 20	0·66	—	—
	16	—	—
	tablets 20	0·66	—
	16	—	—
Nail Bite (333 Cupal) lotion	1·03dz	0·34dz	—
Natex (851 MHP) tablets 160	4·50dz	1·65dz	—
	tisanes 8 sachets	1·20dz	—
Natirose Nativelle (1336 WJ & C)†DDI dragees 50	0·28	0·10	—
Natisidine Nativelle (1336 WJ & C)†s4A tablets 20	0·42	0·15	—
	100	1·85	0·68
Nativelle Digitaline (1336 WJ & C)†sl ampoules 0·2mg x 1ml	6	0·26	—
	solution 1/1000 10ml	0·36	—
	tablets 0·1mg 40	0·18	—
	200	0·51	—
	1000	2·45	—
	0·25mg 40	0·24	—
	200	0·94	—
Nativelle Digoxin (1336 WJ & C)†sl tablets 0·25mg 1000	1·30	—	—
	5000	6·17	—
Nature Girl (849 MML) flexible sandals			
	low wedge heel	2·14pr	0·29pr
Natusol (695 TK) baby cream 50g	0·11	0·04	—
	125g	0·23	0·085
	powder 85g	0·11	0·04
	soap 100g	0·06	0·02
Naxogin (227 Erba) tablets 250mg 12	0·65	—	—
	20	—	—
Neo-Cantil (824 MCP) T5 elixir 100ml	1·08	—	—
	tablets 50	1·76	—
Neostol (1336 WJ & C)†s4A tablets 100	0·58	—	—
Neriol Nativelle (1336 WJ & C) Neurinase (1336 WJ & C)†s4A			
	tablets 22	0·13	—
	250	1·40	—
	solution	—	—
Nevrosthene (1336 WJ & C) Nirolax (147 Boots)†			
	linctus 125ml	1·40dz	0·51dz
Nivea (1164 55L) existing entry			D
Nivea (1164 55L) creme 1612	0·871dz	0·454dz	—
	368	1·28dz	0·674dz
	1613	1·027dz	0·55dz
	tube 370a	6·155dz	3·259dz
	medical pack 1615	2·292dz	1·21dz
	polystyrene jar 1616	3·521dz	1·856dz
	dry skin lotion 1705	1·175dz	0·619dz
	1706	2·113dz	1·114dz
	deep cleansing milk	1·333dz	0·713dz
		2·016dz	1·07dz
	foundation highlighter	2·032dz	1·091dz
	hand and body lotion	1·08dz	0·619dz
		2·114dz	1·114dz
	lipstick dew-kiss	1·989dz	1·054dz
	pearl	2·135dz	1·132dz
	shot silks	2·28dz	1·206dz
	liquid cream foundation	2·298dz	1·242dz
	matte satin	2·486dz	1·338dz
	milk 1707	1·218dz	0·646dz
	1708	2·153dz	1·141dz
	shaving cream tube 280	1·299dz	0·465dz
	281	1·888dz	0·665dz
	soap cream 1805	0·506dz	0·18dz
	bath size 1806	0·802dz	0·275dz
	Sunfilta cream 348	1·498dz	0·784dz
	397	2·461dz	1·306dz
	sun milk 398	2·868dz	1·526dz
	sun tan gel 394	2·341dz	1·238dz
	oil 392	2·554dz	1·361dz
	sun oil family 396	3·746dz	1·953dz
	talcum 1630	1·132dz	0·596dz
Norpramine (901 Norton) †s4B (distributors 1545 Vestric)			
	tablets 1000	3·50	—
Norsebad (893 Nicholas) bath additive sachet	2·15	0·73	—
	(3dz)	(3dz)	—
	60cc	2·94dz	0·99dz
	120cc	5·74dz	1·95dz

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	Trade £·p	Tax £·p	Retail £·p
sed (901 Norton) † sls4B			
istributors 1545 Vestric)			
lets 100	0·40	—	—
500	1·85	—	—
thands (899 JND)			
ves for men	—	—	0·36
ic (902 Norvic) existing entry			
ic (902 Norvic)			
ctric blankets			
arnation quilt 60×30	—	—	8·47
60×48	—	—	11·00
erndown 60×32	—	—	6·51
60×46	—	—	8·54
leather Down 50×25	—	—	4·99
50×43	—	—	7·46
leather quilt 48×44	—	—	5·94
48×44	—	—	8·66
ogyl (171 BLL)			
lets 250mg 12	0·67	0·25	1·25
120	6·25	2·29	11·66½
on (1038 R & C)			
nd cream large	1·78dz	0·96dz	0·28
Soft (903 NPU)			
chen rolls twin			
ack	1·43dz	0·20dz	0·17
meat (535 Granose)			
10oz	1·64dz	—	0·17
16oz	2·18dz	—	0·22½
10oz	1·72dz	—	0·18
awn (509 Gibbs)	1·725dz	0·95dz	0·27½
riline (535 Granose)			
10oz	1·64dz	—	0·17
15oz	2·18dz	—	0·22½
3½lb	0·53	—	0·65½
mph (1163 Souplex)			
zor	1·57dz	0·58dz	0·27
lades (5)	0·48dz	0·175dz	0·09
tan (1176 Squibb) T5			
al tablets 28	0·92	—	1·38
12	—	—	—
ormatik (803 MMP)			
rosol dispenser	3·40dz	—	0·42½
o-Ro-No (256 CPL)			
Charme" aerosol	1·94dz	1·065dz	0·30
ri Mist anti-perspirant			
200g	3·54dz	1·95dz	0·55
stredin (901 Norton) † sls4A			
istributors 1545 Vestric)			
rup 500ml	0·53	—	—
2l	2·10	—	—
lets 100	0·30	—	—
500	1·15	—	—
Cottage (545 Grossmith)			
th cubes (6)	1·87dz	1·00dz	0·32
th dusting powder 73E	3·75dz	2·01dz	0·63
illiantine solid			
in 80	1·43dz	0·77dz	0·25
ar 77L	1·48dz	0·79dz	0·26
mpressed blossoms			
71S	0·50dz	0·27dz	0·09
ologne stick 91	1·54dz	0·83dz	0·26
erfume 20cc 73/1	1·98dz	1·06dz	0·33
28cc 73/2	2·48dz	1·33dz	0·42
36cc 73/3	3·19dz	1·71dz	0·55
125cc 73/5	4·73dz	2·54dz	0·80
elling salts 79	1·20dz	0·64dz	0·20
ap toilet (3) 70/B	3·08dz	1·10dz	0·48
bath (3) 70½B	5·22dz	1·87dz	0·81
icum 73F	2·04dz	1·09dz	0·35
l Spice (1131 Shulton)			
rade prices shown are for 1dz.			
as (1335 Wigglesworth)			
lets 66	1·08dz	0·40dz	0·18
timax (220 CC)			
inking chocolate 500g	4·00	—	—
1k 6·00	—	—	—
lets 0·5g 100	4·00	—	—
500	17·50	—	—
1000	30·00	—	—
tone (690 Keldon)			
ye drops large	1·77dz	0·63dz	0·25
2·27dz	0·81dz	0·32	
trex (690 Keldon)			
ye lotion small	1·63dz	0·58dz	0·23
large	2·41dz	0·86dz	0·34
family	4·26dz	1·52dz	0·60
with eye bath small	1·77dz	0·63dz	0·25
6	2·19dz	0·78dz	0·34
masks single	0·51dz	0·18dz	0·08
ointment	1·36dz	—	0·17
baths	0·44dz	0·06dz	0·07
ens cloth	0·64dz	—	0·08
cular syringe	9·20dz	—	1·15
abase (1176 Squibb)			
aste 5g	—	—	—
oids (916 OC)			
apsules (vet.) 100	1·17	0·43	2·00
iginal Brown Windsor (1070 Windsor)			
oap toilet 1·11dz	0·40dz	0·18	
bath 1·77dz	0·63dz	0·29	
lane (1145 Sirex)			
el-matin	—	—	2·50
nasque transparent	—	—	2·25
osee demaquillante			
tube	—	—	1·80
abaine Arnaud Nativelle (1336 WJ & C)†sl			
mpoules ½mg × 1ml 6	0·26	—	0·39
lets 2·5mg 40	0·36	—	0·54
200	1·40	—	2·10

	Trade £·p	Tax £·p	Retail £·p
Quataplasme Langlebert (1336 WJ & C)			
Ovaltine (1303 Wander)			
10 case rates minimum order direct			
4oz 1·17dz	—	0·11	
8oz 2·04dz	—	0·19½	
16oz 3·51dz	—	0·34	
instant non-fat milk 7oz	1·43dz	—	0·13½
12oz 2·13dz	—	0·20½	
Palfium (824 MCP) †sIDD			
ampoules 5mg 10	0·56	—	0·84
100	5·00	—	7·50
10mg 10	0·66	—	0·99
100	5·88	—	8·82
tablets 5mg 25	0·44	—	0·66
100	1·48	—	2·22
Palmolive (280 CP)			
shave cream lime			
Pan (1164 55L)			
shampoo 480	2·779dz	0·984dz	0·41
48l	4·547dz	1·625dz	0·67
Panaleve (1336 Wigglesworth)			
tablets 25	0·88dz	—	0·17
Panbiline (1336 WJ & C)			
pills 50	0·28	1·10	0·51
Panda (1155 S & N)			
nursery wool			
rolls 1·30dz	—	0·15	
balls (150) 1·30dz	—	0·15	
pleated (8ft) 0·65dz	—	0·07½	
Panets (690 Keldon)			
tablets 50	2·70dz	—	0·30
Pantene (261 Christy)			
oily or non-oily	2·63dz	1·445dz	0·45
Papier Poudre (935 Papier) existing entry			
Papier Poudre (935 Papier)			
books 0·70dz	0·385dz	0·13	
pomanders No. 3	3·90dz	2·145dz	0·68
No. 4	4·50dz	2·475dz	0·78
sachets lavender J	0·90dz	0·495dz	0·16
M	1·00dz	0·55dz	0·19
T	0·95dz	0·525dz	0·18
12	1·65dz	0·91dz	0·30
pot pourri 5	0·90dz	0·495dz	0·16
14; 15; 24	1·00dz	0·55dz	0·19
4; 7; 8	1·70dz	0·935dz	0·33
Parador (430 Eucryl)			
air-freshener block	0·48dz	—	0·06
floral disinfectant	1·16dz	—	0·14½
Paralgin (901 Norton) †DDI			
(distributors 1545 Vestric)			
tablets 100	0·45	—	—
500	2·10	—	—
Partner for Men (1551 PR)			
after shave lotion			
6703	—	—	1·08
eau de Cologne			
atomiser 6693	—	—	3·44
Pears (509 Gibbs)			
baby powder	1·10dz	0·405dz	0·16
soap 0·635dz	0·235dz	0·08	
transparent soap toilet	0·59dz	0·215dz	0·07½
bath 0·94dz	0·345dz	0·12	
Pedrian (1335 Wigglesworth)			
foot salve 0·90dz	0·33dz	0·15	
Penicillin-V-Lilly (413 Lilly)			
Pulvules 125mg 1000			
Per-de-Co (261 Christy)			
large	1·60dz	—	0·20
Perform (366 Dendron)			
eight-day hair set	2·59dz	1·35dz	0·42
4·25dz	2·22dz	0·69	
Perma-Sharp (958 P5) existing entry			
Perma-Sharp (585 H5)			
razor blades			
dispenser (5)	1·00	0·37	0·17½
(20 pkts)	(20 pkts)		
Perutz (1136 Silber)			
colour negative film			
126 12exp	—	—	0·51
20exp	—	—	0·61
135 20exp	—	—	0·56
Petal (153 B5C)			
25 case rates minimum order direct			
kitchen towels 1·63	0·22	0·10	
(2 dz)	(2 dz)		
Pevidine (117 BPL)			
surgical scrub 500ml	1·08	—	—
5l 5·00	—	—	—
elbow tap outfit	2·20	—	—
dispensing pump 0·41	—	—	—
Phazyme (1178 Stafford)			
tablets 100	9·90dz	3·63dz	1·40
Philipa (1149 Skuse)			
Philipa (545 Grossmith)			
hair lacquer sachet 50cc	0·94	0·51	0·06
(3 dz)	(3 dz)		
refills 0·64	0·34	0·04	
(3 dz)	(3 dz)		
lacquer remover			
shampoo 52cc	1·27	0·68	0·07
(3 dz)	(3 dz)		
Philips (977 PE)			
Philishave shavers			
3 de luxe HPI122	7·07	2·53	11·95
special HPI129	6·21	2·20	10·50
standard HPI123	5·03	1·80	8·50
compact HPI124	4·37	1·59	7·50
rechargeable HPI131	11·80	4·22	19·95
car shaver HPI216	5·03	1·80	8·50
old models	—	—	—

		Trade £·p	Tax £·p	Retail £·p
Phillips (978 PYP)				
fish foods aquatabs		1·05dz	0·23dz	0·15
iron tonic tablets	100	1·70dz	—	0·19
tonic yeast tablets	600	5·04dz	—	0·56
Phul Nana (545 Grossmith)				
perfume	5cc	1·59dz	0·85dz	0·27
Phyldrox (228 Carlton)†sls4A				
tablets enteric coated	40	0·17	—	—
	dp250	0·77	—	—
plain	50	0·17	—	—
	dp250	0·77	—	—
	dp500	1·37	—	—
Phytogran (126 Biocos)				
capsules	50	0·70	—	1·10
	100	1·30	—	2·00
Pinaud (984 Pinaud)				
Trade prices shown are for 1dz				
Pin-up (412 Elida)				
home perm end-curl		2·385dz	1·31dz	0·40
full-head		3·665dz	2·015dz	0·62
Piptal (824 MCP)				
tablets	5mg	0·58	—	0·87
	500	5·14	—	7·71
Piptalin (824 MCP)				
elixir	100ml	0·54	—	0·81
Pirisol (333 Cupal)				
junior soluble aspirin		0·785dz	0·26dz	0·12
Plantoids (430 Eucryl)				
large		1·52dz	—	0·19
Polaroid (989 Polaroid)				
cameras Land				
Colorpack	80	—	—	19·95
Colorpack II		—	—	21·95
Colorpack III		—	—	24·95
carrying case	380	—	—	2·25
	390	—	—	1·90
film type	87	—	—	1·05
	88	—	—	1·75
Pollitabs (243 Cernelle)				
tablets	30	—	—	0·30
	500	—	—	3·30
	1000	—	—	5·85
Polymur (126 Biocos)				
tin	650g	1·50	—	2·00
Polysilane (1336 WJ & C)				
Pommade Midy (1336 WJ & C)		0·35	0·13	0·66
Ponderax (1123 5LL)				
Delete retail prices				
Proteiset (1412 Jackel)				
styling lotion		0·19	0·105	0·39
Prothiaden (324 Crookes) †54B				
capsules 25mg	100	1·57	—	—
	600	9·03	—	—
Proveinase Midy (1336 WJ & C)				
Prunagar (1336 WJ & C)†				
tablets	50	0·15	0·06	0·29
Pulvex (295 CM & R)				
	2oz	0·64dz	—	0·08
Pyrex (1508 Jobling)				
baby set		0·71	0·06	1·12½
feeding bottle	4oz	0·10	—	0·15
	8oz	0·12	—	0·18
wide mouth	8oz	0·17	—	0·25
measuring jug	½pt	0·235	0·03	0·38
	1pt	0·31	0·04	0·50
Q.A. (430 Eucryl)				
tablets	100	0·915dz	0·335dz	0·16
Quick Action (1297 WD)				
Quick Action (1169 BG5)				
cough remedy		0·10	0·04	0·19
Quinacardine Naitville (1336 WJ & C)				
tablets	20	0·68	0·25	1·27
Racumin (96 BA)				
mouse bait		1·20dz	—	0·15
rat bait		2·40dz	—	0·30
box		3·60dz	—	0·45
carrypack		0·52	—	0·80
Radox (893 Nicholas)				
bath salts Bouquet,		1·235dz	0·63dz	0·19
Pine, Cologne		1·89dz	0·96dz	0·29
Rainette (331 C of C)				
hair lacquer refill				
sachet	30cc	0·21dz	0·113dz	0·03
talcum	120g	1·37dz	0·725dz	0·22
Rautrax (1176 Squibb)				
tablets	25	—	—	—
Ravina (1369 RW) existing entry				
Ravina (1369 RW)				
Beedi Bands				
elasticated, wooden beads				
med. 3 row	274	1·13dz	0·41dz	0·17½
small 3 row	276	1·60dz	0·59dz	0·25
large 3 row	277	1·45dz	0·53dz	0·22½
small 5 row	278	1·60dz	0·59dz	0·25
Alice band, wooden beads				
	5 row 424	4·00dz	0·55dz	0·55
crochet band				
Chennille	400	3·00dz	—	0·37½
Lurex	401	4·40dz	—	0·55
hair plaits	320	2·20dz	0·30dz	0·30
pony tail holder	256	0·80dz	0·29dz	0·12½
string tie head bands	312	1·85dz	0·25dz	0·25
velvet fashion bow				
on curl clip, small	521	1·45dz	0·20dz	0·20
on comb, med.	533	2·20dz	0·30dz	0·30
large	537	2·95dz	0·40dz	0·40
velvet fluff fashion bow				
on comb, large	540	3·30dz	0·45dz	0·45

	Trade £·p	Tax £·p	Retail £·p
Wellcome (208 BW)			
diphtheria antitoxin			
2000	0·24	—	0·36
10,000	0·64	—	0·96
20,000	1·24	—	1·86
40,000	2·36	—	3·54
60,000	3·34	—	5·01
gas-gangrene antitoxin			
mixed ampoule	2·80	—	4·20
White Fire (545 Grossmith)			
bath cubes (6)	1·93dz	1·03dz	0·33
bath dusting powder	4·07dz	2·18dz	0·70
beauty soap (3)	2·97dz	1·06dz	0·46
bottle bath oil	2·75dz	0·98dz	0·43
Cologne stick	2·09dz	1·12dz	0·36
cream perfume	3·52dz	1·89dz	0·60
deodorant roll-on	2·04dz	1·09dz	0·35
eau de toilette	3·08dz	1·65dz	0·52
hand lotion	2·09dz	1·12dz	0·36
perfume 3cc	2·48dz	1·33dz	0·42
6cc	4·74dz	2·54dz	0·80
12cc	9·00dz	4·82dz	1·50
talcum	2·25dz	1·21dz	0·39
Wiberg (994 P & M)			
pine essence	8801	1·98dz	1·09dz
	8802	3·30dz	1·815dz
	8803	5·40dz	2·97dz
	8804	10·80dz	5·94dz
	8805	20·40dz	11·22dz
	8806	34·80dz	19·14dz
Wild Fern (1355 Yardley)			
talcum	0·167	0·09	0·341

		Trade £·p	Tax £·p	Retail £·p	
Windsor (1070 Windsor)	existing entry				D
Windsor (1070 Windsor)					I
Pink Piccolo talc	1088	0·95dz	0·51dz	0·17	
soap lemons 4	N41	2·51dz	0·90dz	0·40	
Woodhue (446 Fl)					
Cologne spray	1785	0·48	0·265	1·05	
Xytox (96 BA)					I
spot weeder		2·00dz	—	0·25	
XZ (957 Perl)					I
hair nutrient		9·50dz	5·225dz	1·60	
Yardley (1355 Yardley)					
eye make-up					
Soul Set shadows		0·158	0·09	0·33	
palettes		0·308	0·165	0·64	
Yaxa (366 Dendron)					
super dry aerosol					
unperfumed		4·23dz	1·47dz	0·62½	
Yeast Pac (944 P & M)	existing entry				D
Yeast Pac (994 P & M)					I
acne treatment	sachet	0·62dz	0·225dz	0·08½	
beauty mask	sachet	0·64dz	0·35dz	0·10	
ready mixed	sachet	0·71dz	0·39dz	0·11	
	tube	2·36dz	1·30dz	0·37	
medicated	tube	1·65dz	0·61dz	0·25	
Zal (1480 Izal)					
pine fresh dustbin powder					
	1½lb	1·48 (13dz)	—	0·11	

		Trade £·p	PT £·p	Ret. s
	48	1·91dz	0·70dz	0·
	100	3·66dz	1·34dz	0·
Chloromycetin (938 PD) T5				
veterinary				
Kapsals	0·25g 100	3·71	—	5·
	1000	35·75	—	53·
packs of 12 and 500		—	—	—
ophthalmic ointment		0·08	—	0·
succinate vial	1g	0·37	—	0·
	250mg	—	—	—
tincture 10%	60ml	0·82	—	1·
topical	100ml	2·17	—	3·
vetrettes	5	0·41	—	0·
	50	3·79	—	5·
Circulin (727 Lane)				
forte	100	3·85dz	1·41dz	0·
garlic perles	180	3·55dz	1·30dz	0·
Circulinol (727 Lane)				
	100	6·75dz	2·475dz	1·
Colchi 5al (800 TM)				
Colchi 5al (195 B & 5L)				
Collo-Cal-D (324 Crookes)				
bottle	100ml			
Corega (1178 Stafford)				
denture powder	18g	1·18dz	—	0·
	48g	1·93dz	—	0·
	100g	3·19dz	—	0·
Cortoderm (324 Crookes)				
0·25%				
0·5%				
Cortoderm N (324 Crookes)				
0·25%				
Crinx (1155 S & N)				
conforming bandage				
4yd×2in		0·625dz	—	—
3in		0·81dz	—	—
4in		0·97dz	—	—
6in		1·345dz	—	—

THIS WEEK'S CHANGES

Abasin (1599 Winthrop)	—	—	—	
Acidol-pepsin (1599 Winthrop)				A
tablets	50	0.20	—	
Acriflex (34 A & H)	35g	0.11	—	0.16 $\frac{1}{2}$
Adalin (1599 Winthrop)	—	—	—	D
Ad-Pilo (61 APC)				
ophthalmic solution 1%				
10ml	0.30	—	—	A
Alevaire (1599 Winthrop)				A
solution	60ml	0.30	—	0.45
500ml	0.79	—	—	
Ambre Solaire (525 Golden)				
oil	aerosol	4.72dz	2.60dz	0.79
Anafranil (501 Geigy)	†54B			C
ampoules 25mg/2ml	10	1.25	—	1.88
	50	6.00	—	9.00
capsules 25mg	100	2.125	—	3.19
	500	10.25	—	15.38
syrup 25mg/5ml	150ml	1.925	—	2.89
Ananase (324 Crookes)				
forte	25 and 250	—	—	—
Anaphylline (1178 Scafford)				D
tablets	500	—	—	—
Andre Philippe (48 AP) existing entry				D
Andre Philippe (48 AP)				I
after shave lotion	103	2.30dz	1.265dz	0.40
bubble bath bubbles	19	2.55dz	0.93dz	0.39 $\frac{1}{2}$
bubble bath				
bubble bottle	25	1.87dz	0.687dz	0.29
candlestick	7	2.55dz	0.93dz	0.39 $\frac{1}{2}$
cocktail	30	5.00dz	1.83dz	0.79
daddy Christmas	32	2.55dz	0.93dz	0.39 $\frac{1}{2}$
decanter	8	4.75dz	1.74dz	0.74
dimple	2	0.80dz	0.295dz	0.12 $\frac{1}{2}$
gift set trio	33	4.00dz	1.465dz	0.62 $\frac{1}{2}$
slim diamond	14	3.40dz	1.245dz	0.52 $\frac{1}{2}$
swan dimple	3	1.87dz	0.687dz	0.29
baby	1	0.80dz	0.295dz	0.12 $\frac{1}{2}$
piggy bank	21	2.00dz	0.73dz	0.31
twist bottle	6	1.20dz	0.44dz	0.19
continental	35	7.20dz	2.64dz	1.12 $\frac{1}{2}$
unicorn	16	7.50dz	2.75dz	1.15
Cologne bubble bottle				
dimple bottle	38	1.67dz	0.92dz	0.29
slim diamond	37	0.72dz	0.395dz	0.12 $\frac{1}{2}$
unicorn	24	3.00dz	1.65dz	0.52 $\frac{1}{2}$
Cologne/lavender	18	6.75dz	3.715dz	1.15
Cologne swan dimple	34	6.60dz	3.63dz	1.12 $\frac{1}{2}$
baby size	23	1.67dz	0.92dz	0.29
eau de Cologne	36	0.72dz	0.395dz	0.12 $\frac{1}{2}$
twist bottle				
hairdressing for men	27	1.10dz	0.605dz	0.19
hairdressing for men				
hair lacquer	104	2.30dz	1.265dz	0.40
aerosol 8 oz	11	1.67dz	0.92dz	0.29
refill bottle	12	0.72dz	0.395dz	0.12 $\frac{1}{2}$
hair spray aerosol 8oz				
toilet water decanter	17	1.67dz	0.92dz	0.29
diabetic	26	4.30dz	2.365dz	0.74
Andrews (976 PL)				A
liver salt	4oz	1.21dz	0.405dz	0.16
	8oz	2.19dz	0.735dz	0.29
diabetic	8oz	2.25dz	0.75dz	0.30
Applefords (57 Appleford)				
blackcurrant juice	12oz	2.24dz	0.49dz	0.25
natural lemon juice	12oz	1.70dz	0.375dz	0.19
Ash (1556 Farillon)				•
dental floss	12yd	0.80dz	0.29dz	0.13
Babyblend (810 Maw)				A
wool	346.00	0.64dz	—	0.08

Baby Safe (705 Kirby)					
sterilising tablets	18	1.65dz	—	0.21	●
Bactrim (1074 Roche) †S4B					
suspension	100ml	1.13	—	1.70	●
tablets	100	4.40	—	6.60	
	500	20.00	—	30.00	
Balto (727 Lane)					I
athletes foot lotion	14g	1.55dz	0.57dz	0.25	
corn salve	7g	0.60dz	0.22dz	0.10	
foot balm	40g	1.25dz	0.46dz	0.19	
	100g	1.90dz	0.70dz	0.30	
Belladenal (1098 Sandoz) †S154A					
tablets	100	0.43	—	0.65	A
retard	100	0.50	—	0.75	
Bellergal (1098 Sandoz) †S154A					
tablets	100	0.83	—	1.25	A
	250	1.95	—	2.93	
	1000	7.50	—	11.25	
retard	100	1.45	—	2.18	
	250	3.50	—	5.25	
Beltona (800 TM)		—	—	—	D
Beltona (312 AC)					I
Beautisheen (101 Beautisales)					I
spray tonic	141g	0.42	0.23	0.86	
Benoxyl (1191 Stiefel)					
cream plain, regular or strong	30g	0.29	—	0.44	●
Benylin (938 PD)					
expectorant	2.25l	1.40	—	2.10	C
Bidex (631 Hudnut)					
dry spray		2.435dz	1.34dz	0.40	A
liquid	bottle	2.315dz	1.275dz	0.38	
sachet	6	0.915dz	0.505dz	0.15	
talcum aerosol		3.225dz	1.775dz	0.53	
Big D (1572 DF)					
spot remover		2.04dz	—	0.25	●
Brocadopa (192 Brocades) †S4B					
tablets 500mg	100	4.10	—	6.15	●
B'Xtra (175 BCP)					A
tablets	18	1.08dz	—	0.12	
Cadum (280 CP)					A
soap	toilet	2.31 (6 dz)	0.85 (6 dz)	0.05	
	bath	2.31 (4 dz)	0.85 (4 dz)	0.07½	
Cafergot (1098 Sandoz) †S154A					
suppositories	6	0.43	—	0.65	A
	30	1.90	—	2.85	
tablets	100	1.90	—	2.85	
Cafergot Q (1098 Sandoz) †S4B					A
tablets	20	0.45	—	0.68	
	100	2.10	—	3.15	
Camcolit (221 Camden)					
tablets 250mg	100	0.33	—	0.44	●
	1000	2.10	—	2.80	
old packs		—	—	—	D
Cedilanid (1098 Sandoz) S1					
tablets	40	0.23	—	0.35	A
	250	1.19	—	1.79	
	500	2.30	—	3.45	
Ceeyes (727 Lane)					I
tablets	95	1.85dz	0.68dz	0.29	
Celabs (727 Lane)					I
tablets	95	1.85dz	0.68dz	0.29	
	180	2.85dz	1.04dz	0.45	
	480	6.75dz	2.475dz	1.05	
Charabs (727 Lane)					I
tablets	95	1.85dz	0.68dz	0.29	
	180	2.85dz	1.04dz	0.45	
	480	6.75dz	2.475dz	1.05	
Chilvax (175 BCP)					
tablets	24	1.13dz	0.41dz	0.16	

Crookes (324 Crookes)				
iodine oil with methyl sal				
scalp lotion				
Deseril (1098 Sandoz) †s4B				
tablets	100	3.50	—	5.25
Dietade (374 DFL) existing entry				
Dietade (840 EMF)				
canned fruits				
sliced peaches, pineapple				
7oz		0.90dz	—	0.10
apricots, cherries, pears				
7oz		1.08dz	—	0.12
fruit salad	7oz	1.17dz	—	0.13
low salt beans	7oz	0.81dz	—	0.09
peas	7oz	0.81dz	—	0.09
salad cream	7oz	1.44dz	—	0.16
tomato ketchup				
7oz		1.62dz	—	0.18
Dihydroergotamine (1098 Sandoz) †s4B				
tablets	50	1.13	—	1.70
	250	5.35	—	8.03
Dorothy Gray (385 DG)				
moisture tint		0.34	0.185	0.73
skin colour corrector		0.34	0.185	0.73
Efferdent (721 LC)				
tablets	36	1.86dz	0.68dz	0.26
Elast (938 PD)				
dry powder	30ml	0.66	0.24	1.23
ointment	30g	1.02	0.37	1.90
Elastoplast (1155 5 & N)				
airstrip finger dressings				
7924		1.355dz	—	0.16
airstrip detectable dressings				
100—3 × $\frac{3}{4}$	7960	8.62dz	—	1.02
100—1 $\frac{1}{2}$ × 1 $\frac{1}{2}$	7961	7.78dz	—	0.92
50—2 × 3	7962	8.655dz	—	1.02
dressing strip 6 in	4165	0.295	—	0.03
first aid kits				
agricultural	B1	9.30dz	—	1.10
	B2	14.34dz	—	1.70
factories	F1	20.16dz	—	2.40
	F2	44.10dz	—	5.25
	F3	67.20dz	—	8.00
motorists	8155	8.52dz	1.08dz	1.10
offices and shops	OSR1	9.30dz	—	1.10
	OSR2	18.54dz	—	2.20
	OSR3	43.32dz	—	5.15
	OSR4	63.90dz	—	7.60
food hygiene	OSR1FH	10.08dz	—	1.20
	OSR2FH	19.50dz	—	2.30
Elityran (1599 Winthrop)				
Elizabeth Arden (60 Arden)				
eyelashes				
full		—	—	2.25
semi		—	—	2.00
lower		—	—	2.00
spikelet		—	—	2.50
nail enamel				
cream		—	—	0.75
translucent		—	—	0.75
pearlised		—	—	0.85
base coat		—	—	0.70
clear base		—	—	0.70
top coat		—	—	0.70
old packs		—	—	—
Emprote (840 EMF)				
	$\frac{3}{4}$ lb	1.71dz	—	0.19
	1lb	3.06dz	—	0.34
Enmergen (1114 SEF)				
rolls	(36)	3.054dz	—	0.31
cheese crispbread	3oz	0.99dz	—	0.10
savoury crispbread	3oz	—	—	—

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	PT £·p	Retail s d		Trade £·p	PT £·p	Retail s d			
Lauder (425 ELC)	—	—	2.10	•	viewer	—	1.98		lotion	351.00	1.76dz	0.97dz 0.28	I	
der lip tints	—	—	1.45		Vista	—	3.98		nappy liners	25	1.28dz	0.47dz 0.20	A	
e (443 Eylure)	—	—	—		Hedex (976 PL)	16	1.535dz	0.16	A	50	1.15dz	— 0.14	I	
ashes	—	—	—		tablets	—	—	—		100	2.00dz	— 0.25		
feriti Nos. 1 & 2	6.44dz	3.37dz	1.09	•	Heemex (727 Lane)	28g	1.20dz	0.44dz 0.20	I	one-way	2	3.85dz	— 0.46	
e (800 TM)	—	—	—	D	pile ointment	1oz	—	—	D	oil	347.20	2.40dz	— 0.30	
ers (800 TM)	—	—	—	D	Her (727 Lane)	4oz	1.70dz	0.63dz 0.29	I	pants	327.89/78/59/88/90	1.28dz	0.705dz 0.22	
ners (195 B & 5L)	—	—	—	I	shampoo	—	—	—		327.89/78/59/88/90	0.60dz	— 0.07½	R	
on (1599 Winthrop)	—	—	—		Herbelix (727 Lane)	100ml	2.85dz	1.04dz 0.45	I	Tufty pants	—	1.60dz	— 0.20	A
ets 1000	—	—	—	D	decongestant	—	—	—		Tufty Tail pads	20	2.24dz	— 0.23	
s (463 Fisons)	—	—	—	A	Herlem (727 Lane)	1oz	1.00dz	0.55dz 0.18	I	newborn	10	1.28dz	— 0.13	
ts	—	—	—		hand cream	—	—	—		standard	20	2.32dz	— 0.24	
ected garden small	0.11	—	0.16½		Herwell (727 Lane)	4oz	1.35dz	0.745dz 0.23	I	30	3.28dz	— 0.34		
handy	0.15	—	0.22½		hair tonic	8oz	2.10dz	1.155dz 0.35	A	babysoft soap	353.01	0.57dz	0.21dz 0.08	
large	0.34	—	0.51		Honeyfruit (175 BCP)	7oz	2.43dz	— 0.27	A	feeders	302.00	1.87dz	— 0.23	
se & shrub handy	0.17	—	0.25½		health food	16oz	4.50dz	— 0.50	A	302.11	1.60dz	— 0.20		
ex. large	0.55	—	0.83		Honeyjel (175 BCP)	7oz	2.43dz	— 0.27	A	302.01	1.61dz	— 0.20		
50sq.yd	0.60	—	0.90		7oz	2.43dz	— 0.27	A	303.22	1.55dz	— 0.19			
el (649 ICI)	30g	1.125dz	0.41dz	0.18	16oz	4.50dz	— 0.50	•	360.00	1.45dz	— 0.18			
am	—	—	—	D	Horseguard (176 BCLO)	200g	5.635dz	2.065dz 0.80		360.02	1.28dz	— 0.16		
565 Hanimex)	—	—	—	A	antiseptic healing cream	1pt	5.305dz	1.945dz 0.75		gripe mixture	497.03	1.16dz	0.43dz 0.18	
color film N100	—	—	—		hoof oil	1gal	1.705	0.625 2.90		junior shampoo	348.00	1.64dz	0.60dz 0.25	
6—12 exp	—	—	0.53		hoof ointment	200g	4.94dz	1.81dz 0.70		K.L.N. suspension	497	1.03dz	0.38dz 0.16	
6—20 exp	—	—	0.64		nutritional supplement	1pt	4.05dz	— 0.45		Simpla feeder and teat	304.00	2.42dz	— 0.30	
5—20 exp	—	—	0.59		1gal	1.80	— 2.40			4oz poly.	304.01	2.02dz	— 0.25	
5—36 exp	—	—	0.79		Hudnut (631 Hudnut)	1gal	1.80	— 2.40		8oz poly.	304.22	1.69dz	— 0.21	
11 120	—	—	0.46		Cactus cleanser	3.14dz	1.725dz	0.53	A	spare cap and disc	306.05	0.37dz	— 0.05	
chrome film	—	—	—		Cream of Cactus	1.96dz	1.08dz	0.33		jug	306.09	3.60dz	0.49dz 0.50	
100 135—20	—	—	1.19		Light and Bright	4.21dz	2.315dz	0.71		mixer	306.10	0.71dz	0.10dz 0.09	
135—36	—	—	1.69		Roll Quick	1.94dz	1.065dz	0.32		set	327.00	1.01	0.06 1.50	
126—20	—	—	1.19		Humatin (938 PD) T5	1.09dz	0.60dz	0.18		sterilising solution	338.10	2.10dz	— 0.25	
15	—	—	1.86		syrup	2.06dz	1.135dz	0.34		teats assorted hole	300.03	0.50dz	— 0.06	
150	—	—	1.86		60ml	0.66	—	0.99	R	universal	—	0.67dz	— 0.08	
e film single—8	—	—	—		500ml	5.33	—	7.99½	I	Nursery Sundries	—	—	—	
ack & white R50	—	—	—		Huxley (800 TM)	—	—	—		anti-splash potty	396.20/21	4.00dz	— 0.50	
R200	—	—	—		Huxley (195 B & 5L)	—	—	—		baby bath mat	369.90	3.76dz	0.515dz 0.53	
(565 Hanimex) existing entry	—	—	—	D	Ilford (645 Ilford)	—	—	—		food and bath thermo-	397.30	5.90dz	0.47dz 0.72	
a (565 Hanimex)	—	—	—	I	films black and white	—	—	—		meters	397.40	0.52dz	0.19dz 0.08	
era 35mm compact	—	—	39.98		FP4	127	0.15	0.085 0.31		sponges	396.10/11	2.31dz	0.845dz 0.36	
ne single-8	—	—	—		120	0.15	0.085 0.31			brush and comb set	396.15	3.69dz	1.35dz 0.58	
C100	—	—	29.98		620	0.15	0.085 0.31			hand decorated	396.15	5.52dz	— 0.69	
PI	—	—	33.98		127	0.15	0.085 0.31			child's training seat	396.40	1.47dz	0.20dz 0.20	
300	—	—	63.98		HP4	120	0.15	0.085 0.31		feeder beaker	396.45	2.95dz	0.405dz 0.39	
jectors	—	—	—		chemicals	—	—	—		feeder set	396.30/31	3.19dz	0.435dz 0.44	
icascope M25	—	—	59.00		ID-II developer 600cc	0.135	—	0.20½		keep warm plate	396.05/06	5.07dz	0.70dz 0.67	
MG90	—	—	119.98		PQ universal developer	0.22	—	0.33		neat'n tidy baby bag	396.35	7.64dz	2.80dz 1.30	
s (800 TM)	—	—	—	D	300ml	0.33	—	0.49½	C	plastic bib	397.20	0.71dz	— 0.09	
rs (195 B & 5L)	—	—	—	I	Intramycetin (938 PD)T5	10ml	0.33	— 0.49½		plastic overall feeder	397.60	1.12dz	— 0.14	
sil (1310 WVW)	—	—	—		(vet.) vial	30ml	0.92	— 1.38		397.61	2.88dz	— 0.36		
lets	20	0.97dz	0.355dz	0.15	Ipsolon (800 TM)	—	—	—		pram nets	397.00	2.64dz	— 0.33	
trix (175 BCP) †	50	1.91dz	0.70dz	0.28	Ipsolon (195 B & 5L)	—	—	—		terry bibs	397.50	0.88dz	— 0.11	
oids	30	1.01	—	1.35	Janet's (800 TM)	—	—	—		terry feeders	397.55	2.45dz	— 0.32	
100	3.00	—	—	4.00	Janet's (195 B & 5L)	—	—	—		terry squares standard	12	1.80	— 2.40	
aine Monteil (1486 GM)	—	—	—		Jantzen (810 Maw)	—	—	—		super	12	2.24	— 2.99	
per Moist	30g	—	—	2.50	swin caps	—	—	—		Proprietaries	—	—	—	
ck cream	60g	—	—	4.50	Bubble crepe	2.09dz	0.285dz	0.29		lanolin cream	488.00	0.77dz	0.425dz 0.13	
s (101 Beautisales)	—	—	—		Callas	0.96	0.13	1.60		tube	488.01	1.88dz	1.035dz 0.32	
icated dog shampoo	0.09	0.03	0.17	I	Chequer	4.66dz	0.64dz	0.65		jar	347.10	1.81dz	0.995dz 0.31	I
ve (727 Lane)	35g	1.40dz	0.51dz	0.22	Cindy	1.35	0.19	2.25		Metatone (938 PD)†	250ml	0.15	0.055 0.28	C
umatic balm	112g	2.45dz	0.895dz	0.37	Cluster	3.22dz	0.44dz	0.45		500ml	0.26	0.095 0.48½		
1½oz	—	—	—		Cressy	0.60	0.08	1.00		Midicel (938 PD)	12	—	—	D
ix (840 EMF)	23oz	4.50dz	—	0.49	Diving Girl	2.09dz	0.28dz	0.29		tablets 0.5g (vet.)	—	—	—	
pe juice	—	—	—		Ministar	2.81dz	0.385dz	0.39		Milontin (938 PD)	50	0.66	— 0.99	R
mlins (175 BCP)	28	0.84dz	0.31dz	0.12	Rosebud	4.66dz	0.64dz	0.65		Kapeals 0.5g	—	—	—	
lets	—	—	—		Shamrock	2.30dz	0.315dz	0.32		Milton (1055 RM)	32oz	3.60dz	— 0.40	A
imex (565 Hanimex) existing entry	—	—	—	D	Zoe	0.75	0.105dz	1.25		antiseptic	22	0.233	— 0.35	A
imex (565 Hanimex)	—	—	—	I	Jochem's (101 Beautisales)	180cc	0.44	0.24 0.90	I	Minilyn (917 Organon)†s4B	—	—	—	
meras super 8	—	—	—		dog lotion	8oz	—	—		tablets	—	—	—	
oadmatic M50	—	—	14.70		Juno Junipah (312 AC)	—	—	—		Minus (175 BCP)	200	1.35dz	— 0.15	•
M100	—	—	19.98		major effervescent	—	—	—		sweetening tablets	—	—	—	
M200	—	—	29.50		Kemazoids (175 BCP)	20	1.32dz	0.05dz 0.15	A	Miocarpine (61 APC) †s1	—	—	—	A
MP200	—	—	35.00		tablets	—	—	—		ophthalmic solution	—	—	—	
MPF310	—	—	69.98		K-Lens (810 Maw)	490.00	2.61dz	0.955dz 0.40	A	0.5%	10ml	0.36	—	
sh equipment	—	—	—		Lipoflavonoid (757 Lewis)	100	10.60dz	3.90dz 1.65	C	1%	10ml	0.30	—	
Optatron 300	—	—	22.50		capsules	1000	98.80dz	36.20dz 15.36½		2%	10ml	0.34	—	
400	—	—	25.00		liquid	200ml	7.50dz	2.75dz 1.16½		4%	10ml	0.36	—	
500	—	—	39.98		Luminal (1599 Winthrop)	11	35.20dz	12.90dz 5.47½	D	Miochol (61 APC)	2ml	1.20	—	A
shgun cube flash	—	—	1.75		sodium ampoules	—	—	—		Morning Price (800 TM)	—	—	—	D
hmmeters	—	—	—		Lyndiol (917 Organon)†s4B	22	0.233	— 0.35	A	Morning Pride (312 AC)	—	—	—	I
R45	—	—	4.70		tablets	—	—	—		Mother Seigels (800 TM)	—	—	—	D
R55	—	—	5.50		Maalox (324 Crookes)	30	—	—	D	Mother Seigels (195 B & 5L)	—	—	—	I
R60-Cd5	—	—	6.50		tablets No. 2	1ml	—	—	D	Nappiclone (810 Maw)	16oz	2.35dz	— 0.28	A
R80-Cd5	—	—	8.50		Madecassol (1077 Rona)	—	—	—		powder	—	—	—	
R85-Cd5	—	—	16.98		ampoules	—	—	—		Neo-Ferrum (324 Crookes)	100ml	—	—	D
ekonic Brockway	—	—	—		Marmola (800 TM)	—	—	—		tablets	250	—	—	D
L28C	—	—	23.50		Marmola (312 AC)	—	—	—		Nervoids (175 BCP)	21	1.53dz	— 0.17	A
slides	—	—	4.95		Maws (810 Maw)	—	—	—		tablets	84	4.95dz	— 0.55	
marine L164	—	—	56.98		Nursery Products	—	—	—						
jectors cine	—	—	—		baby bath care	1.92dz	0.72dz	0.28	A					
oadmatic 720	—	—	34.98		baby bottle warmer	1.50	0.55	2.60						
880	—	—	39.98		baby powder standard	—	—	—						
904 dual	—	—	55.98		351.01	0.85dz	0.31dz	0.13						
10 dual	—	—	53.00		family	1.43dz	0.53dz	0.22						
jectors slide	—	—	—											
hanimette 100	—	—	9.98											
Hanorama 300	—	—	15.75											
a Ronde	2000 RF	—	64.95											
2000 EF	—	—	77.95											
2000 TEF	—	—	82.50											
Rondette	4005	—	23.50											
12005	—	—	33.90											
1200A	—	—	46.25											
1200RF	—	—	53.95											
ewers Hanimette	—	—	1.50											

	Trade £·p	PT £·p	Retail s d		Trade £·p	PT £·p	Retail s d		Trade £·p	PT £·p	Retail s d		
Novara (128 Biometica)					Ricoh (565 Hanimex)			I	No. 7	0.55	—	0.0	
cleanser 39g	1.32dz	0.70dz	0.22	A	camera 35mm	—	135.00		No. 8	0.58	—	0.0	
oil of youth 28g	1.38dz	0.74dz	0.23		TL5 401	—	—		Walk 5strates	pr	2.06dz	0.283dz	
83g	3.51dz	1.88dz	0.59		case	—	—		Zinco-pads		0.66dz	0.242dz	
115cc	5.13dz	2.75dz	0.85		projector dual	—	59.98		Seboderm (1007 PL)				
Nylax (175 BCP)				A	Rite Diet (1440 WFL) existing entry			D	(distributors 276 C & C)				
laxative tablets 50	1.06dz	0.39dz	0.15		Rite Diet (1440 WFL)				Delete word shampoo				
Nystaform (1460 Dome) T5				A	diabetic fruit cake 14oz	0.34	—	0.45	SMP (61 APC) †sl				
ointment 30g	0.86	—	1.29		gluten free products				ophthalmic solution				
Nystaform-HC (1460 Dome) T5				A	flour 6×2k	3.15	—	—	atropine 1% 10ml	0.34	—	—	
cream 15g	0.58	—	0.87		sweet biscuits 5oz	0.11	—	—	homatropine 2% 10ml	0.34	—	—	
30g	1.04	—	1.56		savoury biscuits 4½oz	0.11	—	—	Soothene (727 Lane)				
lotion 30ml	1.09	—	1.63		protein free products				antiseptic cream 28g	1.10dz	0.40dz	0.0	
ointment 15g	0.59	—	0.88		flour 6×2k	3.60	—	—	Spectraban (1191 Stiefel)				
30g	1.06	—	1.59		gluten free/protein				sun screen 60ml	0.47	0.17	0.8	
Oil of Ulay (496 Garsalle)				A	free bread 8oz	0.13	—	—	Syntometrine (1098 Sandoz) †s4B				
4oz	5.10dz	2.805dz	0.87		5al Antisepticus (800 TM)			D	ampoules 1ml	6	0.25	—	
6oz	7.00dz	3.85dz	1.20		Sal Antisepticus (195 B & 5L)			I	100	3.25	—	0.3	
Omnipid (656 IFA)				●	Sancos (1098 Sandoz) †DDI							4.8	
foot cushions pr.	7.37dz	—	0.89		compound linctus 2l	2.80	—	4.20	Syntropressin (1098 Sandoz) †s4B				
renewal bandage	1.49dz	—	0.18		syrup 100ml	0.15	—	0.23	spray 5ml	0.71	—	1.0	
Optabs (175 BCP)†				A	2l	2.25	—	3.38	Tacitin (262 CIBA)				
eye lotion tablets					Sandocal (1098 Sandoz)			A	tablets 10mg	100	1.32	—	
handy pack	0.72dz	—	0.08		tablets 20	0.35	—	0.53	Taka-Diastase (938 PD)				
refill	1.80dz	—	0.20		5×20	1.75	—	2.63	tablets pepsin				
kit pack	1.95dz	0.04dz	0.22		Scholl's (1108 5MC)				compound 100	0.34	0.13	0.64	
economy pack	3.57dz	0.04dz	0.40		adhesive foam 6×3in	0.80dz	—	0.10	Tancolin (810 Maw) existing entry				
Orgaluton (917 Organon)†s4B				A	adhesive moleskin	0.60dz	—	0.07½	Tancolin (810 Maw) †DDI				
tablets 20	0.25	—	0.37½		animal wool	0.60dz	—	0.07½	children's linctus 100cc	1.50dz	—	0.18	
Orthoforms (922 Ortho)				A	anti-pressure pad	0.80dz	—	0.10	2l	1.60	—	—	
pessaries 10	0.20	—	0.30		antiseptic foot balm	1.49dz	—	0.18	●				
Ortho-Novin (922 Ortho)				D	ankle & arch support	2.56dz	—	0.32	A	Tarsolve (204 Bunar)			
tablets 0.5mg Pushpaks				D	arch cushions	0.43dz	—	0.65	●	tar remover	0.47	—	0.72
2mg Dialpak 2l				D	athletes foot powder	1.60dz	—	0.20	●	Torecan (1098 Sandoz) †s4B			
Ortho-Novin SQ (922 Ortho)				D	Ball-o-Foot					tablets 25	0.20	—	0.30
Outdoor Girl (867 MP)					supersoft	pr	1.50dz	—	0.19	250	1.63	—	2.45
Tanfastic Xtra	2.30dz	1.265dz	0.35	●	soft-step	pr	0.80dz	—	0.10				
Ovanon (917 Organon) †s4B				A	Vi-step	pr	1.20dz	—	0.15	Tubelette (800 TM)			
tablets 22	0.283	—	0.42½		bath cubes pine (6)		0.97dz	0.534dz	0.18	Ulay (496 Garsalle)			
Paragon (1155 5 & N)				A	bath salts		0.60dz	0.33dz	0.11	vitamin night			
zinc oxide plaster					large		1.10dz	0.605dz	0.20	cream 80g	5.10dz	2.805dz	0.87
½in × 1yd	0.375dz	—	—		Bromidrocil		1.00dz	0.367dz	0.17	Veganin (1310 WW) †DDI			
1in × 1yd	0.51dz	—	—		bunion lotion		1.16dz	0.425dz	0.19	tablets 20	1.28dz	0.47dz	0.19
½in × 3½yd	0.855dz	—	—		shield (foam ease)		1.94dz	—	0.24	50	2.46dz	0.90	0.36
1in × 3½yd	1.195dz	—	—		(slim foam)		1.20dz	—	0.15	Veripaque (1599 Winthrop)			
½in × 5yd	1.125dz	—	—		chilblain ointment		1.35dz	0.495dz	0.22	powder 3g	6	0.68	—
1in × 5yd	1.64dz	—	—		chiroprody felt		0.88dz	—	0.11	Vibra (721 LC)			
2in × 5yd	2.76dz	—	—		corn & callous file		1.52dz	0.836dz	0.30	tonic bath	1.11dz	0.61dz	0.18
3in × 5yd	3.775dz	—	—		corn callous salve		1.16dz	0.425dz	0.19	Vick (1055 RM) existing entry			
½in × 10yd	1.64dz	—	—		corn shields latex foam		0.88dz	—	0.11	Vick (1055 RM)			
1in × 10yd	2.59dz	—	—		felt corn & bunion		0.80dz	—	0.10	cough drops 40pkts	1.185	0.43	0.05
2in × 10yd	4.06dz	—	—		pads		0.88dz	—	0.11	formula 44			
3in × 10yd	5.74dz	—	—		self adhesive		0.66fz	0.242dz	0.11	linctus †DDI 2oz	2.25dz	—	0.25
Parke-Davis (938 PD)				I	Fixo corn plasters		0.88dz	—	0.11	4oz	3.60dz	—	0.40
vaccines catarrh 1ml	0.12	—	0.16		foam cushion pads					discs	1.62dz	—	0.18
25ml	1.05	—	1.40		foot deodorant		2.60dz	1.44dz	0.45	inhaler	1.20dz	0.44dz	0.17
viomycin sulphate T5 Ig	0.66	—	0.99	R	anti-persperant		1.00dz	0.367dz	0.17	lip wick	1.21dz	0.44dz	0.17
Pedigleem (101 Beautisales)				I	foot powder		1.46dz	0.535dz	0.24	steam inhalation unit	0.375	—	0.49½
spray tonic 14lg	0.33	0.18	0.68		large		2.60dz	1.44dz	0.45	vapour rub 1oz	1.415dz	0.515dz	0.20
Pileabs (727 Lane)				I	foot spray		1.38dz	0.76dz	0.24	2oz	2.475dz	0.905dz	0.35
herbal pile tablets 80	1.85dz	0.68dz	0.29		handbag size		0.65dz	0.358dz	0.12	vit C cough syrup			
140	2.85dz	1.04dz	0.45		hard skin reducer		0.58dz	0.08dz	0.08	small	1.13dz	0.415dz	0.16
Pitocin (938 PD) †s4B				R	heel grip (superlux) pr		0.85dz	0.117dz	0.12	large	1.975dz	0.725dz	0.28
buccal tablets 100	6.66	—	9.99		heel liner (Vi-grip)					Wernets, Dr. (1178 Stafford)			
Pitressin (938 PD) †s4B				R	Heel Pillo		0.82dz	0.113dz	0.12	denture powder 18g	1.18dz	—	0.14
ampoules 1ml 10	0.66	—	0.99		(latex foam)					49g	1.93dz	—	0.23
tannate in oil 1ml 10	0.66	—	0.99		Insoles		1.06dz	0.146dz	0.15	100g	3.19dz	—	0.38
Pituitrin (938 PD) †s4B				I	Air-Pillo		1.06dz	0.146dz	0.15	Wintogeno (800 TM)			
ampoules 1ml 10	0.47	—	0.70½		floral		1.78dz	0.245dz	0.24	Wintogeno (312 AC)			
Poli-grip (1178 Stafford)				A	Cosy-sole		0.88dz	—	0.11	Wufs (175 BCP)			
denture cream 21g	1.34dz	—	0.16		Kurotex pads		1.05dz	0.385dz	0.17½	dog tablets 12	0.72dz	—	0.08
49g	2.10dz	—	0.25		Onixol		0.80dz	—	0.10	30	1.35dz	—	0.15
Proctosedyl (1087 Roussel) T5				●	Protecto cushions		0.80	0.11	1.25	Zephriage (175 BCP)			
ointment 30g	1.00	—	1.50		suspender belt		0.15	0.021	0.24	sachets (6)	0.92dz	0.34dz	0.13
Rational Diet (1536 RDP)				A	suspender type A set								
Berich tablets 300	1.80dz	—	0.20	A	type B		0.15	0.021	0.24				
500	2.70dz	—	0.32		(NH5)		0.30	0.041	0.46				
1200	5.20dz	—	0.65	I	type C		0.10	0.014	0.17				
85	—	—	—	D	type D set		0.80dz	—	0.10				
Eerich capsules				A	Tarso-pads		0.72dz	—	0.09				
Rich-o-Vite complex	50	1.80dz	—	0.23	toe-cap		0.72dz	—	0.09				
capsules 100	3.75dz	—	0.47		sleeve		1.86dz	—	0.23				
200	7.40dz	—	0.90		prop		0.60dz	—	0.07½				
Rich-o-Vite dry E				I	separators								
tablets 50	4.00dz	—	0.50		Tubegauz								
45	—	—	—	D	finger size with		1.37dz	—	0.17½				
Fort-E-Vite capsules				A	applicator		0.97dz	—	0.12½				
300	2.00	—	3.00		refill		2.54dz	—	0.32	R			
Rich-o-Cal				I	No. 01		3.28dz	—	0.40½				
100	1.80dz	—	0.23		No. 12		3.54dz	—	0.44				
300	4.80dz	—	0.60	A	No. 34		4.90dz	—	0.61½				
90	—	—	—	D	No. 56		5.86dz	—	0.73½				
Rosamin tablets				I	No. 78		8.31dz	—	1.04				
50	1.60dz	—	0.20		No. T1		10.81dz	—					

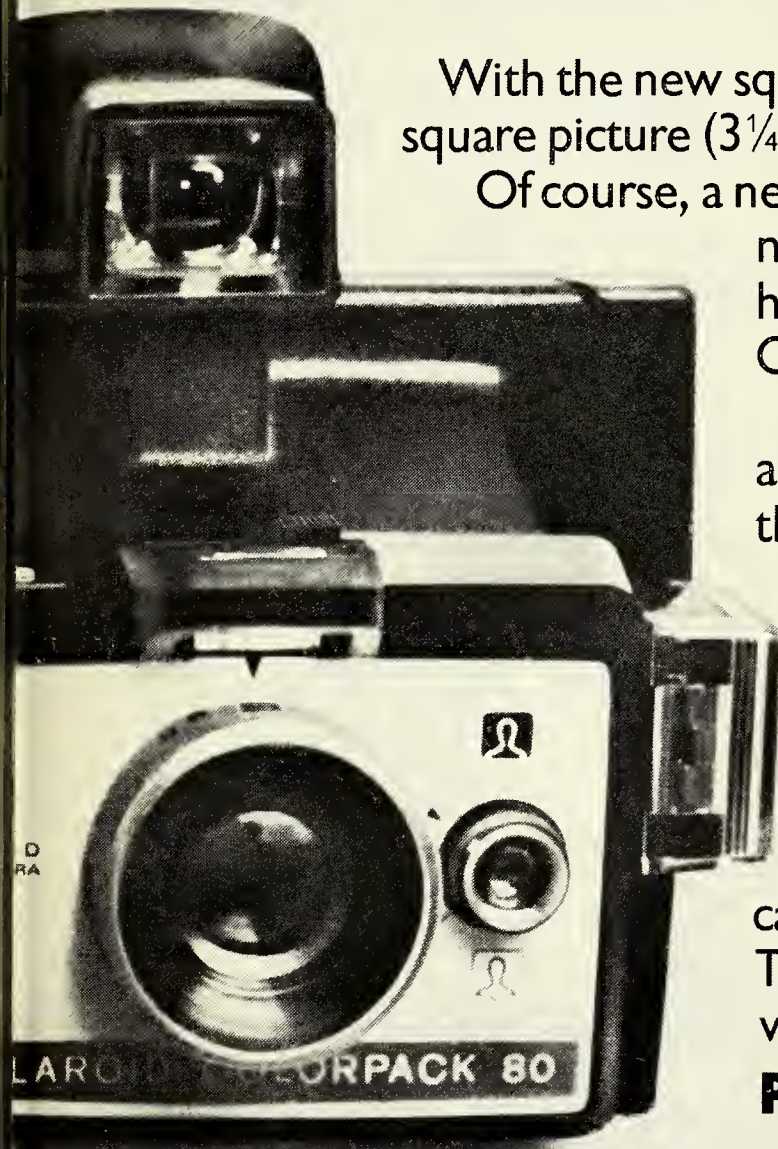
AMENDMENTS TO KEY TO SUPPLIERS

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 204 Bunar = Bunar Solvent Co., Albert Street, Redditch Worcs. Redditch 64433.
 445 FCL = Farktative Co. Ltd., 34 Whitechapel Street Didsbury, Manchester 20. 061-445 8878.
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Stop press

Rennie (893 Nicholas)				
tablets 12	1.495	0.51	0.07	
	(3 dz)	(3 dz)		
25	1.585	0.54	0.11	
	(2 dz)	(2 dz)		
50	1.43dz	0.485dz	0.20	
100	2.28dz	0.775dz	0.32	

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Electric eye and electronic shutter for automatic exposures. Built in flash for 4-shot flashcube. Sharp 3-element lens. And easy drop-in pack-film loading.

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All day Bidex.

It's growing fastest.



COMMENT COMMENT COMMENT COMMENT COMMENT

A fight for principles

All the signs from Press reports suggest that the "leak" of the Government's cost-related prescription charges scheme came from a pharmaceutical source. Certainly Mr Geoffrey Rhodes MP is quoted as saying that the details were passed to him following discussions between the Government and pharmacists.

If this is so, can the leak have the presumably desired effect of changing the Government's mind? We doubt it. In fact, the difficulties faced by the profession's leaders may be the greater as a result of the disclosure, because the Government would now have to go back publicly on its "consultative" document.

Disclosure of certain administrative details of the scheme has served no useful purpose—the Government already knew that the Opposition were against them, that the Pharmaceutical Society opposed all charges on principle, and that chemist contractors had refused point-blank to have anything to do with the scheme. But they were more likely to be persuaded by reasoned argument than by being forced into a corner.

The timing of the "leak" was also inept, since the public will have confused the proposals with the introduction of the 20p charge on April 1.

United voice needed

The position now is that opposition to the scheme—any scheme—must continue, preferably with a united voice from the whole health team, as Mr W. M. Darling, president of the Society, said in Sheffield at the weekend. Regrettably, the principles upon which opposition is based, and which in themselves have so much merit, are now clouded by the "50p upper limit" and the feasibility of operating the scheme. Rightly the Contractors Committee has refused to be drawn into discussing the details in its unambiguous reply to the Department of Health. Instead, it points out that the details of the scheme do nothing to allay the contractors' worst fears, and serve only to emphasise the correctness of the Pharmaceutical Committee's decision.

For those who wish to give support to the Society and the Contractors Committee, we list again the basic reasons for opposition the latter gave to Pharmaceutical Committee representatives in February:

- ☐ The most important medicines are likely to be the most expensive.
- ☐ The persons most in need of medicines will have most to pay.
- ☐ General practitioners will tend to prescribe to suit the patient's pocket and some will be tempted to prescribe medicines of the placebo type because they are cheaper.
- ☐ Charges would influence patients and delay essential treatment.
- ☐ A considerable administrative machine would be required to price prescriptions and there could be little or no saving in cost.

A corollary is that the pharmacist will sometimes be placed in the iniquitous position of coming between doctor

and patient — of being asked to choose the more important items on a prescription up to the limit the patient is able or prepared to pay.

There must also be added the important point made by the Pharmaceutical Society—namely that dispensing prescriptions is in itself an operation requiring a maximum degree of attention by the pharmacist. At this point in time, when even more professional scrutiny is necessary because of drug interactions etc, the move should be towards reducing the pharmacist's "tax collecting" burden, rather than increasing it. And nothing we have heard suggests that the proposed scheme would do anything but divert his concentration from the work in hand.

Essential insulin

The therapeutic use of insulin has been a life-saver for about 30 million people throughout the world since the hormone was first extracted in 1921. The *C&D* commemorates this event with a feature on insulin therapy and diabetes (see page 391).

This year's World Health Day, on April 7, has the theme, "a full life despite diabetes," and the British Diabetic Association have launched an appeal for funds and are to be engaged in a particularly active campaign over the next few months.

Those events emphasise the continuing importance of the work of two men at the University of Toronto half a century ago. The men, Frederick Banting, a surgeon, and Charles Best, then a student of physiology and biochemistry, worked through the hot Canadian summer in a borrowed laboratory to make an active preparation of a pancreas extract, which they postulated would have an effect on blood-sugar levels in diabetics.

In that classic example of a scientific discovery, they established for the first time the existence of an internal secretion in the pancreas. A crude extract was obtained and in January 1922 a 14-year-old boy became the first patient to be treated with insulin.

Despite problems, caused by enzyme breakdown, of maintaining the insulin content of the pancreas before extraction and the complex initial manufacturing problems, industry was rapidly mobilised to produce insulin on a commercial scale.

The British pharmaceutical industry has contributed in a large degree to the knowledge of insulin manufacturing techniques, and the record of cooperation between companies to ensure the diabetic patients' needs were safeguarded is something that is unique in the whole history of pharmacy.

Today there are 500,000 known diabetics and modern eating patterns and working conditions are said to be adding to their numbers.

The diabetic is a regular customer in the pharmacy, and he is often well informed about his condition and the treatment it requires. Our feature provides up-to-date information on the current state of medical and technical knowledge to assist the pharmacist in giving the best possible advice.

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Protamine Zinc,
Globin, Isophane**

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of purity – standards essential for the
control of diabetes.

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Wellcome

Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.)
Dartford, Kent.

50 years of insulin therapy

Insulin is one of the few exceptions to the general rule that today's wonder drug will be tomorrow's curiosity. It has retained its position as the basic treatment for diabetes since its first isolation 50 years ago.

There can be few products that have been more closely studied, but the fact remains that no substitute has yet been discovered — the oral hypoglycaemic agents allow a more efficient utilisation of the diabetic's own insulin. Its structure is known and it has been synthesised in the laboratory, though at a cost which precludes manufacture. Thus the source of insulin remains animal pancreas gland.

Despite this, the insulin used today is a far superior product to that first issued from the sub-basement in the University of Toronto in 1922. In those days the diabetic had to inject large volumes of a crude extract many times a day. The extract was standardised by a biological assay, relatively imprecise compared with current biological standardisation procedures. Crystalline insulin was not isolated until 1926, and it took a further eight years before the discovery was made that zinc ions were required to make such crystallisation reproducible.

A precise form of insulin injection, not subject to the variations associated with biological assay, thus came into being, but it did nothing to remove the necessity for many injections a day. It was a major advance, paving the way for the introduction in 1936 of the first effective depot insulin, consisting of a complex of insulin and protamine evolved by Hagedorn of Denmark and called delay insulin.

Almost immediately this was displaced by the now familiar protamine zinc insulin (PZI) of the Toronto workers Scott and Fisher. In 1939, another long-acting insulin, globin zinc insulin, was described by Wellcome research workers. Ten years later, the name of Hagedorn reappeared when neutral protamine Hagedorn insulin (NPH or, to give its official title, isophane insulin) was described. Other Danes, Hal-las Møller, Petersen and Schlichtkrull were responsible in 1951 for the discovery of the insulin zinc suspensions, the lente type insulins which form the major group of insulin in use today. Apart from Hagedorn's delay insulin all the other types are still available, and have been added to by three neutral insulins (Actrapid [porcine insulin] Nuso [bovine insulin] and biphasic insulin [Rapidard]).

With ten insulins to choose from, the doctor should be able to tailor insulin to the patient's needs. For many diabetics a single dose of lente insulin will suffice. This preparation consists of a mixture of insulin zinc suspension (amorphous) — semilente — a rapidly acting insulin of comparatively short duration, with insulin zinc suspension (crystalline) — ultralente

Not just a matter of injection

By W. A. Littlejohns, MPS, medical information executive, Burroughs Wellcome & Co, Dartford, Kent

— an insulin slow of onset but prolonged in effect. The proportions of the two ingredients may be altered by additional semilente or ultralente where necessary.

Biphasic insulin injection, which consists of beef insulin crystals suspended in a neutral solution of pork insulin, has a rapid onset of effect and a duration of effect of 18 hours or more.

Protamine zinc insulin, which has most of the characteristics of ultralente, is still, when used in conjunction with insulin injection BP, the mainstay of many diabetics, particularly long-standing ones.

Its main disadvantage is that it contains a foreign protein, protamine, of fish origin. By contrast the lente insulins do not depend on such an additive, their effectiveness being due to the use of an acetate buffer. This buffer, unlike the citrate or phosphate buffer used in older depot insulins, does not interfere with the adherence of zinc to insulin.

PZI is not a precise balanced blend of insulin and protamine, but has an excess

Continued on p 392



Discoverers of insulin, Frederick Banting (right) and Charles Best, in 1921, with a depancreatised dog on insulin

of protamine. The excess protamine obviously adds to the length of action, since isophane insulin in which the balance is exact has a shorter duration of effect. The free protamine in PZI can have one unwanted result, in that it can take up added unmodified or neutral insulin. Since it is common practice for a diabetic to mix a dose of unmodified insulin with PZI, to give enough insulin to take care of the carbohydrate in his first meal of the day, he should realise that the injection must be given immediately. Any delay may result in a reduction of the plain insulin and an increase of the bound hormone, and the effect of combination may be unpredictable.

Globin zinc insulin still has some adherents but is seldom prescribed for new patients. On the face of it, it has advantages over PZI and isophane; its protein is mammalian and thus should be less likely to induce an allergy, while its physical condition is that of a clear solution. When injected, this solution is precipitated at the pH of the body to form a depot injection. Despite these advantages, and despite the fact that its length of action is not prolonged into the night, to give rise to the nocturnal hypoglycaemia which sometimes occurs with PZI, it is not always satisfactory.

Isophane insulin, with an action similar to that of globin insulin, has its advocates, particularly for certain children. These young diabetics, often described as "brittle," are not easily controlled by a single injection of long-acting insulin, but they appear to do better on isophane than on other depot insulins.

Unmodified insulin (insulin injection) is the direct descendant of Banting and Best's original product. Rapid but evanescent in action, it is used for emergencies such as diabetic coma, but the new neutral insulin will undoubtedly supersede it. The latter's particular merit, as its name implies, is that its pH is neutral, whereas that of unmodified insulin is 3-3.5.

In some parts of the world a sulphated insulin is available, but this is not issued in the British Isles.

Dangers of mixing insulins

For practical purposes, insulins may be divided into three groups: (a) the older group of long-acting insulins containing phosphate buffer and comprising PZI, isophane and globin insulins, (b) those containing acetate buffer and consisting of the three lente insulins, (c) the three unmodified insulins, acid soluble insulin (insulin injection BP) and neutral insulin injection (Actrapid and Nuso).

Groups (a) and (b) are incompatible and should not be mixed. However, it is common practice to mix PZI with unmodified or neutral insulin immediately prior to injection. This makes sufficient insulin available to the body in the four hours or so before PZI begins to operate—in this case some loss of the fast-acting component due to reaction with excess protamine in the PZI has to be accepted.

As indicated above, the effect of such mixing may be unpredictable, but when the prescriber considers it absolutely neces-



Trimmed pancreas from an Ayrshire steer with portal vein removed

sary, it is better for a new diabetic not to mix insulin injection BP with PZI, but to use neutral insulin instead.

Both isophane and globin insulin begin to act after one to two hours, so there is seldom any need for admixture with a rapidly-acting insulin. It is worth noting that whereas PZI and isophane insulins have a pH approximating to neutrality, globin insulin is acidic.

Neutral insulin has the same degree of neutrality as the first two, while insulin injection with its pH of 3-3.5 has the acidity of globin insulin.

Any of the three lente insulins may be mixed before injection. Some interaction occurs when any of these are mixed with insulin injection or neutral insulin injection. The pH of the lente insulins is just above the neutral point.

Biphasic insulin injection is, as pointed out in the Extra Pharmacopoeia, incompatible with soluble insulin. In any case its characteristics generally make such mixing unnecessary, but Actrapid neutral insulin may be mixed with the biphasic Rapitard if desired.

A point of importance is that the mixing of insulins may alter the characteristics of the ingredients, and therefore any such admixture should be done in the syringe immediately prior to injection.

Resistance and species content

The two main sources of commercial insulin are ox and pig pancreas. In the insulin zinc suspensions they differ in certain physical characteristics which affects their duration of activity. The manufacturer who uses beef insulin can prepare any type of insulin injection with it, but in contrast, the manufacturer who relies on porcine insulin has to use beef insulin for the IZS crystalline component. Within

the past few years it has been established that some users of beef insulin may in time develop a minor degree of resistance to it, due to the production of anti-bodies to the beef insulin.

In itself, this resistance is of little account, since the dose can be adjusted until a maintenance dosage is established. However, if the patient changes from beef to pork insulin, care should be taken in adjusting the dose, since a smaller dose of porcine insulin might be required because of possible lack of antibodies to the porcine insulin. To such a patient one unit of porcine insulin will be more potent than one unit of beef insulin, and therefore he may suffer a hypoglycaemic episode when he gives himself his usual injection. Because of this the British Diabetic Association warns its members against changing from one brand of insulin to another.

It will be realised that, in those insulins which contain the crystalline hormone, beef insulin must be used. In other insulins where amorphous insulin is present, the source may be ox or pig.

Species content of insulin preparations

Manufacturer	Species
AB partnership	all bovine
Boots	all bovine
Burroughs Wellcome	all bovine
Weddel	all bovine
Novo	porcine
semilente	bovine
ultralente	30 per cent porcine
lente	70 per cent bovine
Actrapid	porcine
Rapitard	approximately 20 per cent porcine and 80 per cent bovine
soluble insulin	30 per cent porcine
protamine zinc insulin	70 per cent bovine
	30 per cent porcine.
	70 per cent bovine

50 years of insulin therapy

The continuing problem of diabetes

By Dr H. Keen, reader in medicine, Guy's Hospital

Diabetes mellitus is a singularly universal disease. It afflicts all manner of men and even reaches well into the animal kingdom. Description of the condition appears, unmistakably, in man's earliest written records. It has been a preoccupation of physicians and scientists through the ages; some of the greatest names in medicine and biology are to be found in its distinguished bibliography.

The manifestations of the disease in man cover a wide spectrum. At one extreme of expression a dramatic and lethal condition it shades into a much commoner form, sometimes virtually devoid of signs or symptoms. Despite this clinical heterogeneity, over the whole range of manifestation hangs the threat of the long-term sequels, the so-called "complications" of diabetes; small vessel disease of the kidney and retina, cataract, neuropathic damage to the limbs and, most life-threatening of all, accelerated atherosclerosis restricting the circulation in the heart, leg and brain.

The purpose of this brief and selective review is to paint a general picture of the state of opinion about diabetes in 1971.

Prevalence

Careful studies of diabetes prevalence in large population groups are a comparatively recent innovation. In most westernised societies with an expectation of life approximating seventy years, the prevalence of *known* diabetes is between 1 and 2 per cent, the frequency rising steeply with age, and with women represented about twice as often as men.

The overall figure conceals a conspicuous difference in the manifestation of diabetes in the young and the old. Diabetes starting in the first three or four decades of life is a comparatively uncommon, dramatic illness. Its onset is marked by increased thirst, voluminous micturition, body wasting and, if unchecked, by profound lethargy, coma and death. For people so afflicted, insulin is life-saving and oral preparations of no avail.

In older people diabetes is attended by lesser symptoms—and sometimes none at all. Irritation of the genitalia provoked by the urinary sugar, or the micro-organisms which prosper in it, moderate thirst, vague malaise or even the effects of the long-term sequels themselves, may be the first intimation of the presence of the disease. Sometimes it is found incidentally, when the urine is tested in a routine check for insurance or employment purposes, or in the course of medical examination.

In recent years, diagnostic surveys among ostensibly healthy people have brought to light a surprising number of people with raised blood sugar. Adopting even quite rigorous criteria for the

diagnosis, the overall frequency in a completely surveyed population is unlikely to be under 5 per cent, and some would put it twice as high.

Mechanisms

All forms of diabetes have in common, and depend for their diagnosis on, an abnormal elevation of blood glucose. In

the more severe varieties this is only part of a constellation of metabolic abnormalities, which includes excessive fatty acid and protein breakdown and severe acid/base, electrolyte and water disturbances. It is a syndrome which can be mimicked by pancreatectomy in the experimental animal. Disordered lipid metabolism of a milder order can also be demonstrated in the lesser expressions of the diabetes.

These abnormalities can be ascribed to a deficiency, complete or partial, of the actions of the hormone insulin. There is good reason to suppose that the immediate cause of this insulin deficiency lies in inadequate production or release by the beta cells of the islets of Langerhans. What remains obscure is the reason for the final breakdown in the manufacture or delivery of insulin.

Continued on p 394



Photo courtesy of British Diabetic Association

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Catering for the diabetic

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A positive approach to diabetic food products can be definitely rewarding—both for the pharmacist and his diabetic customer.

Many chemists still maintain a small diabetic "stock" hidden away in a drawer or an odd corner. But the diabetic wants to be treated as everyone else, and should be able to find a fair range of his requirements well displayed. A diabetic section should be sited so as to allow the customer to seek advice readily.

One manufacturer has estimated that Boots Ltd have 75 per cent of the total market. Almost certainly this is because the company long ago saw the advantages of stocking and displaying a good range of diabetic products—but the private retailer is becoming alive to the possibilities.

For manufacturers, the problem of cost can create difficulties. Higher prices are due to expensive raw materials, short production runs, and extra quality control and processes to ensure purity. Manufacturers often break into normal production and go through the time-consuming process of carefully cleaning machinery, to supply a batch of the diabetic food.

The review of products that follows excludes dietetic goods and deals with the common products available in Britain.

Sweetening agents

The obvious challenge in dealing with diabetes is to regulate blood-sugar levels. A meal heavy with carbohydrates floods the blood-stream with glucose, so the carbohydrate intake has to be controlled. Where the patient has weight problems as well, a calorie controlled diet is also essential. Thus the calorific properties of the sweetening agents must be taken into account when considering the individual's diet.

Sorbitol and saccharin are often used to replace normal sugars, so that the sweetness element of taste is not lost.

The sodium salt of saccharin is palatable and comparatively free from unpleasant after-taste. It is cheaper than sorbitol and has no food value.

The amount of saccharin used is important. It is said to have about 550 times the sweetening power of sucrose. This is dependent on the strength of solution used, the relative power being greatest in dilute solution. So it is fruitless to go on adding saccharin beyond a certain point.

Some foods are sweetened better than others by saccharin (dependent on pH). It must be added after cooking and should not be boiled.

Sorbitol exists naturally in a wide variety of fruits, but not in sufficient

quantities for commercial use. It is obtained instead by the catalytic hydrogenation of glucose. Sorbitol's calorific value is the same as glucose, so it is not recommended for use in reducing foods, or for overweight diabetics.

It has about 60 per cent the sweetening value of sucrose and can be boiled during cooking and food manufacture. It has a laxative action, particularly on the new user, the laxative threshold is about 2 oz per day. It is about eight times the price of sugar.

Sorbitol's real value is that, unlike carbohydrates, it does not give rise to a sudden increase of glucose; about 60 per cent that is absorbed is converted slowly into glucose. The diabetic's system can deal with this adequately.

Saxin, Sweetex, Hermesetas, and Sorbitol from Howards of Ilford are all items worth stocking in this class.

Preserves and Fruit

Frank Cooper say they have the most comprehensive range of marmalade, fruit and preserves on the market. Together with their jellies they produce sixteen different products.

An analysis shows that their fine cut

and Oxford marmalades, 7 oz strawberry and blackcurrant preserves and 8 oz fruit salad and peaches are the most popular lines.

Frank Cooper, who maintain a chemist-only policy, say there is a very good case for establishing a diabetic section.

The diabetic should have the opportunity to shop and select goods without self-consciousness and embarrassment.

Energen low-sugar jams and marmalades contain about 40 per cent less sucrose than ordinary products.

Canned fruit

Two methods of reducing the sugar content of canned fruits are encountered. Frank Cooper's fruit is pre-processed in water to reduce natural sugar levels, then it is canned in a sorbitol solution. Dietade fruits are canned in water. Eustace Miles, the manufacturers, claim their fruit has a shelf-life of twelve months and may be kept in a refrigerator for a few days after opening. There are six canned fruits in the Dietade range. Rosella fruits come from F. D. Bavastock.

To make sugar-free chocolate attractive and palatable is a challenge to manufacturers, but a pleasing result can be obtained by using sorbitol.

Wander have a large range of six different bars (including coffee, orange and mint) and a milk chocolate assortment. Cadburys produce a plain chocolate and Smith Kendon offer three types in their Skels range, which has widened recently. Wafers, instant jellies and pastilles also go under the Skels name.

Smith Kendon say the latest addition, Skels Cooldrop (announced in January), is doing very well. Several technical difficulties had to be overcome to produce a hard boiled sweet not containing sugar.

White Laboratories market the DiaFrute range of sugar-free pastilles in various flavours. Simpkins assorted pastilles contain a sorbitol-saccharin mixture the sorbitol limited to keep calorific value low.

Beverages

A proportion of the many low calorie drinks available suit the diabetic. Schweppes supply an extra range of carbonated soft drinks and squashes in the traditional flavours. Under the Rose's label they have lemon and orange squash. Their Slim-line range includes tonic water, bitter lemon and American dry ginger ale. Then there are Mellojuce fruit juices, and Trim low calorie drinks from Strathmore Springs.

For a more substantial drink during the day or at bedtime Wander produce a chocolate drink sweetened with sorbitol.

Other products of interest include: Diabiscs, diabetic biscuits, from R. M. Scott; Dietade's low calorie salad dressing and dessert moulds (six flavours); and Andrew's diabetic liver salts (new price £0.30).

The range of diabetic products has been improved and widened in the past few years. There may be further development of carbohydrate equivalents, which do not require insulin for metabolism, and the use of general or special additives to normal foodstuffs which will help sufferers from metabolic ailments.



Top: The new Skels Cooldrop. Centre: Wander chocolates. Bottom: Selection of the Cooper range.

PROFESSIONAL NEWS

Sherwood Regional
Conference

'Weapons' to fight the cost-related charges

United opposition from the health professions might persuade the Government to drop its cost-related prescription charges scheme, Mr W. M. Darling, president of the Pharmaceutical Society, suggested on Sunday.

Speaking in a discussion group at a new-style conference of the Society's Sherwood region, he said there was opposition coming from the doctors and dentists, and pharmacy was speaking with a 99.9 per cent unanimous voice against the charges.

Mr J. C. Bloomfield, chairman of the Practice Committee, outlined two "weapons" that could be used in the fight. The first, before imposition, was to ensure that Members of Parliament were fully aware of what was involved — if pressure was put on the Parliamentary System, the Government might reconsider its policy.

The second stage, if the first failed, could be to "take a leaf out of the doctors' book" by withdrawing from all voluntary activities in respect of the NHS pharmaceutical services — such as membership of Executive Councils or service committees.

Mr Bloomfield pointed out that the Ministers had a strong hand against a refusal by pharmacists to collect the charges, since the money could be deducted from remuneration.

Earlier, speaking to the whole conference, Mr Bloomfield expressed Council's concern at the manner in which the Government's confidential proposals had been "leaked" to the Press. "Now we want to keep the slate of pharmacy clean."

Consistent opposition

But the Society had consistently opposed prescription charges, both flat rate and cost-related, as a matter of principle. As long ago as November 1970, when the new charges were first mooted, and again in January, the Society had brought this view to the attention of Sir Keith Joseph.

The president was asked whether support would be forthcoming from the company chemists, and replied that the absence of opposition to his own speeches on the subject, and to the Pharmaceutical Committees' resolution not to have any part in the scheme, suggested that it would.

The conference itself unanimously adopted a resolution opposing the charges.

The main innovation of the conference was that in the morning, the chairmen of five Council Committees explained their committees' functions while the afternoon session comprised discussion groups, each reporting back to the full meeting later.

The group led by the president and Mr Bloomfield spent some time on the Industrial Relations Bill, and Mr Darling said that during the past month the Society had consulted Parliamentary counsel about its possible role. The best advice available so far suggested that the Society would be able to register, though there

were still doubts about the precise meaning of "negotiate" in the Bill.

It was important that every step should be taken to enable Council to protect the interests of pharmacists and negotiate as in the past on behalf of the profession. It could well be that if the Society did not register it would be prevented from commenting on topics such as the cost-related charges and from giving evidence to the Noel Hall Committee or to the Prices and Incomes Board. A balance sheet would be drawn up to see whether it was in the Society's interest to register.

Questioned on the role of the National Pharmaceutical Union if the Society took over some negotiating functions, the president and Mr Bloomfield were agreed that the marketing and service operations must be continued.

Jenkin overridden?

Several members looked for changes in the Society's charter — or the testing of the Jenkin judgment in relation to the Society's negotiating role. The point was clarified by Mr C. C. B. Stevens, chairman of the Law Committee who said that new legislation would be difficult and costly and the Society must first devote its efforts to a new Pharmacy Act to put right the many anomalies in the practice of pharmacy that could only be remedied by legislation. This matter was already before the New Legislation committee. However, the desired changes might come about through the Industrial Relations Bill, which could override court judgments and allow the Society to act in spheres in which it had been unable to act in the past, on a basis of amicable arrangements with the other bodies concerned — principally the NPU. "I see a brighter future."

The first part of Mr D. H. Maddock's article in last week's *C&D* — see also p 376 this week — led a questioner to ask about the effect of health centres. Mr Darling said that there would be a minimum of 300 centres in the next three years, and the Society estimated that 1,500 pharmacies would be affected, many being forced to close.

The committee on the Planned Distribution of Pharmacies had put forward a scheme, still largely confidential, whereby a majority of the affected pharmacies might survive in the domiciliary areas. It was recommended that within, or adjacent to, a health centre there should be a consortium pharmacy, with the profits helping to support the pharmacies which lost prescriptions. However, legislation would be required to prevent "leapfrogging."

It was envisaged that the multiples would co-operate in such a venture, as they had been willing to do in the projected centre at Horsham. The health centre pharmacy would sell only medicines.

The president devoted his opening address to the Misuse of Drugs Bill, now in its final Parliamentary stages.

It included, he said, provisions to make regulations concerning safe custody of controlled drugs in pharmacy. During discussions with the Home Office, it had been suggested that a requirement of the future might be that controlled drugs, unless exempted under Section 7 of the Bill, would have to be kept in a pharmacy within a steel cabinet with walls at least $\frac{3}{16}$ in thick. However, Mr Sharples, Minister of State, recently moved an amendment to the effect that no metal box would be required for storage if the security of the premises had been approved by the Chief Officer of Police.

"Whilst welcoming this amendment, my major concern is the different interpretation which can be placed upon the words 'adequate security' by different police forces. However, whatever security regulations are finally decided, I believe that it is incumbent that the Government make adequate arrangements, and I stress the word *adequate*, for the additional capital expenditure that would be imposed upon pharmacy."

Mr Darling also referred to efforts to get adequate pharmaceutical representation on the new Advisory Council — a minimum of two places were necessary.

But he was critical of an "in-built escape clause" concerning unlawful possession. "The defence of a person accused of being in unlawful possession of a controlled drug will be successful if it can be proved that, knowing it to be a controlled drug, he took possession of it to prevent another person from committing an offence. Obviously, the draftsman had in mind the problem of the youth leaders, the voluntary treatment organisations, or social workers, who may wish to help addicts."

Consultative list

In the general question and answer session, Mr Bloomfield reported that the Department of Pharmaceutical Sciences had examined all substances in Martindale and the British Pharmaceutical Codex since 1934, and had eliminated all those with side effects. After further appraisal, a list had been drawn up which the Society had told the Department of Health it was prepared to discuss for inclusion in the general sale list.

Professor A. H. Beckett, chairman of the Education Committee, told the meeting that the number on the register and the present intake were about right. Although he would not be unhappy to see a decline in numbers, there was a danger of pressure from other disciplines for one- or two-year "orientation" courses on top of their first degrees. Such pressures were already coming from pharmacology and chemistry.

Other leading speakers at the Conference were Mr A. Aldington, chairman of Organisation, and Mr W. A. Beanland, chairman of the Ethical Committee.

The new all British discovery...

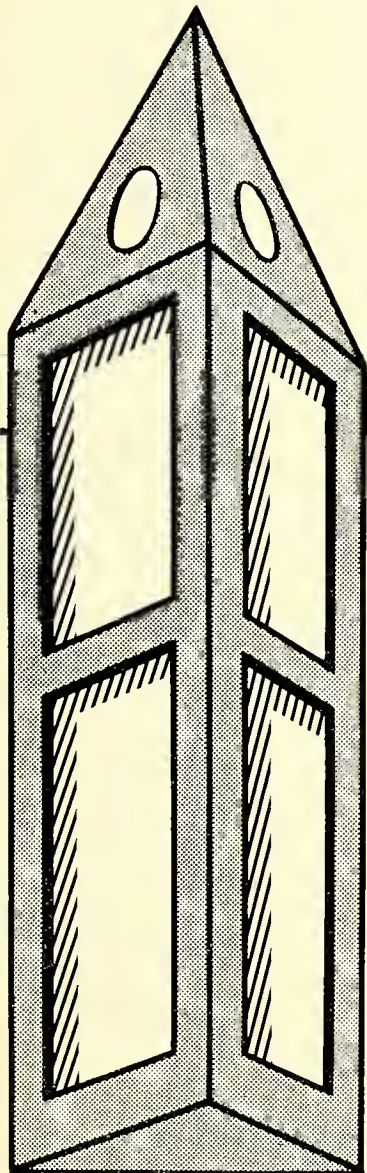
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ADDENDUM 1971 to the B.P. 1968

Official from October 1, 1971

This second Addendum to the British Pharmacopœia 1968 adds a further 58 new monographs and makes many important alterations to the specifications in the main volume. Among the substances that are the subjects of new monographs are:

Alprenolol Hydrochloride	Methacyline Hydrochloride
Aminocaproic Acid	Metyrapone
Carbamazepine	Nitrazepam
Cephalothin Sodium	Pentagastrin
Desferrioxamine Mesylate	Phenformin Hydrochloride
Doxycycline Hydrochloride	Protriptyline Hydrochloride
Dydrogesterone	Salbutamol
Gentamicin Sulphate	Sodium Cromoglycate
Human Antihæmophilic Fraction	Sulphamethoxazole
Indomethacin	Trimethoprim
Lincomycin Hydrochloride	Trimipramine Maleate
Melphalan	Vinblastine Sulphate

Other new monographs provide standards for tablets, capsules and injections of the above substances, and for Rubella Vaccine (Live Attenuated), Sorbitol Injection, Chlormerodrin (^{201}Hg) Injection and Iodinated (^{125}I) Human Serum Albumin Injection.

Amendments made by the Addendum 1971 to 64 monographs of the main volume have the effect of substituting for the standards of the British Pharmacopœia those given for the corresponding substances in Volume I of the European Pharmacopœia.

Appendices of the Addendum 1971 contain a completely revised account of the determination of the ABO and Rh groups of blood donors, and descriptions of atomic absorption spectrophotometry and amino acid analysis.

ADDENDUM 1971 to B.P. 1968

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that many more firms are
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Chairman: "Yes, and I have come to the conclusion that it is a sensible idea to keep the Industry informed about our progress and particularly what I have to say in my Annual Statement about the Company's Prospects.

Make a note to insert our next Company Meeting report in CHEMIST & DRUGGIST, in addition to the usual City papers. It will help our good relations with the Industry".

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LETTERS

Cost-related charges

May I say a few words concerning the proposed cost-related prescription charges? Could we not be trying urgently to put forward constructive suggestions as to how these charges should be paid? It appears that we are agreed that it would be extremely difficult to impose the charge at the point of sale as it were, since this would inevitably lead to endless argument, and, except for the hardest-skinned of us, to not a little pulling at the heart strings.

Also we should have to open "prescription accounts" which might lead to a large loss, especially since we lack a sufficiently official image for our decisions to be accepted as law, and the best way to show resentment is not pay the bill.

Use a government department

Except for cost, therefore, there is every reason why the collection should be carried out elsewhere. The doctors will not do it, and there is no reason why they should. Therefore, it would have to be done by a Government department. Now we already have perfectly good arrangements for the payment of gas and electricity bills, and although these apply only to householders, it is probable that the number of persons for whom a householder can be made responsible (or if not householder, an employer) is probably quite small.

It is logical that prescription forms could be subjected to sorting, and a monthly bill sent to the recipients of prescriptions. Exempted classes would not receive a bill, and this would eliminate the need for exemption certificates, except for the record of exempted persons.

This would seem at first sight to be very expensive, and it might seem that it would be difficult to collect small sums from defaulters. However, if the sorting process were to be combined with the pricing operation, and if it were made quite clear that the benefits of the Health Service would be withdrawn from defaulters in the same way as our gas and electricity is cut off if we do not pay our bills, then perhaps neither of these factors would prove a serious objection.

Such a system would undoubtedly constitute some expense to the Health Service, but this is not a good reason for asking the chemist to do it free of charge, especially at a time when he must expect his profits to take a hard knock because of the decline in prescription numbers. It would, however, remove from the patient the necessity of having to produce the receipt at a moment's notice, and would grant a few weeks grace for the sum to be absorbed into the household budget.

It does no good to concern ourselves with the moral aspect of the increase

(hypocritically or otherwise). This is a Government decision, and even if some of us disagree with it (and not all do) it is no concern of ours until next election day. We must accept such decisions unless we wish anarchy to prevail. To argue along these lines will be to arouse an antagonism which will help us not at all, and distract us from the main point at issue, namely: Who collects the fees?

So, Mr President, can we swallow our pride, go cap in hand to Boots the Chemists, and say: "Will you please help us in this?" — and then when Sir Keith Joseph says "The sum will be collected by the chemist" say: "No it will not. Why don't you do it this way?"

John A. Parry,
Tenterden, Kent

Not tax collectors

Now that the outlines of the Government's cost-related prescription scheme are beginning to emerge through the haze, individual pharmacists must consider their positions. We must remember that by concerted action we nearly brought down the last Tory Government—over resale price maintenance.

Our leaders need our support. They can and will fight at Government and civil service level—the rank and file must carry the fight to the rank and file MPs and the newspapers.

I urge all pharmacists to write to their local Member—be he Labour, Liberal or Conservative. What we have done once we can do again—and better!

Local and national newspapers can also be helpful. We must write ourselves—and encourage others to write. Our staff can play a part—they have votes too! They do not want the extra work—the chasing to and fro, the discussions—that this scheme will entail.

We can and must defeat this scheme. Can I suggest as slogan: "We qualified as pharmacists—not as tax collectors."

M. E. James
Canvey Island

Right to comment

Having read your article "resolutions and consequences" under "Comment" in your March 20 issue, we in the West Kent Branch would like to dispute your right to comment on the fate of the resolutions to be set before the Branch Representatives' meeting on May 20.

We feel that your remarks are prejudging the outcomes of these resolutions before the appointed representatives have had a chance to listen to the arguments, both for and against the motions, are presented to the meeting.

We would also like to point out that in our particular case you have completely misunderstood our motion.

May we suggest that the anonymous author of "Comment" re-reads the motion and takes particular note of one word—NEW.

Ann Walton, Chairman,
Margaret S. Brown, Secretary,
West Kent Branch

[In our Comment we supported the call for some explanation of intent to accom-

pany each motion on the agenda. We believe it important that the motions are discussed prior to the Branch Representatives' meeting — particularly in the branches, but not to the exclusion of the professional Press. We have in no case prejudged the representatives' decision, but seek to raise those points of principle needing consideration, and in the case of the West Kent motion suggested that the likelihood of acceptance outside the profession was remote. Our correspondence columns are open to all who wish to add their own views.—EDITOR.]

Effort appreciated

I congratulate you most heartily on your success in delivering the *C&D* to subscribers during the postal strike. This effort on your part certainly distinguished you from some other weekly journals which sank without trace for the duration.

J. E. Jeffery,
Carshalton, Surrey

COMING EVENTS

Monday April 5

Northampton Branch, Pharmaceutical Society, Cripps Medical Centre, Northampton General Hospital, at 8 pm. Annual meeting.

Southampton Branch, Pharmaceutical Society, Postgraduate Centre, Southampton General Hospital, at 7.30 pm Annual meeting.

Stockport Branch, Pharmaceutical Society, ICI Pharmaceuticals Division, Alderley Park, Macclesfield, at 8 pm. Dr F. Hartley, on "The Medicines Act and the Medicines Commission."

Tuesday April 6

Bradford Branch, National Pharmaceutical Union, Midland hotel, Bradford, at 7.30 pm. Annual meeting, followed by talk on "Function of a pricing bureau."

East Metropolitan Branch, Pharmaceutical Society, Wanstead Library, Spratt Hall Road, London, E 11, at 8 pm. Annual meeting.

Nottingham Branch, Pharmaceutical Society, Robin Hood hotel, Newark, at 8 pm. Mr K. E. Thomas on "The management of otitis media."

Wednesday April 7

Tees-side Branch, Pharmaceutical Society, Visit to Winthrop Laboratories, Fawndon, Newcastle upon Tyne, at 3.15 pm.

Thursday April 8

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 7.45 p.m. Annual meeting.

Leeds Branch, Pharmaceutical Society, Great Northern Hotel, Leeds, at 8 pm. Speaker: Mr J. P. Kerr (a member of Council).

Advance information

Agricultural and Veterinary Pharmacy Group, Pharmaceutical Society, 17 Bloomsbury Square, London WC 1. May 9, at 3 pm. Annual meeting.

Pharmaceutical Society of Great Britain, Chelsea College, University of London, Manresa Road, London SW 3, April 20-21. Exhibition of scientific instruments. Admission free. Exhibitors include Perkin Elmer, Coulter Electronics, V.A. Howe, Laboratory Facilities (Electronics), Field Instruments, Camlab, Medical and Biological Instrumentation and Whatman Biochemicals.

MARKET NEWS

Price adjustments in many chemicals

London, March 31: The second quarter of the year is beginning with a spate of price changes. Citric acid is increased by £15 metric ton effective April 1. This will mean that citrates will all go up in the near future.

There has been a big readjustment of many vitamin prices; most, though not all, are dearer. In some instances the 1-kg rate is reduced while the bigger quantities are dearer than previously. Ascorbic acid and riboflavine, although dearer, are still well below the free market value. Dextromethorphan is easier in price.

New crop buchu was on offer at £1.40 lb cif. There was a considerable interest in Seychelles cinnamon bark and the forward rate shot up to a nominal £300 ton from the previous firm price of £210. On the other hand lycopodium, aloes (Cape), celery seed and Brazilian menthol were all lower.

There were no shipments of Tinnevely senna in January; those for February are given below:

	UK Tons	US Tons	Europe Tons
Senna leaves pods	—	17	13 9

The shortage of hand-picked Alexandria senna pods continues through the action of the Sudanese government in prohibiting exports at the price level already agreed to by merchants and shippers.

In essential oils, citronella is slightly dearer at £0.93 kg and £0.86, cif and Chinese spearmint at £3.37½ and £3.30, cif Brazilian peppermint is lower at £2.18 kg and £2.15, cif.

Pharmaceutical chemicals

Ascorbic acid: 50-kg lots £1.65 kg; sodium ascorbate £1.88.

Calcium pantothenate: £5.23 kg; 25-kg: £5.18 kg.

Citric acid: BP granular hydrous per metric ton 50-kg lots, £321; 250-kg £310; 1,000-kg £299. Anhydrous £345, £333, £321 respectively. Premium for powder £10.

Dextromethorphan: Hydrobromide £98.53 kg.

Nicotinamide: (Per kg) 1-kg £2.12; 25-kg £2.07 50-kg £2.02.

Kaolin: BP £62 per 1000-kg.

Magnesium carbonate: (metric ton) heavy £185; light £715 nominal.

Magnesium hydroxide: BPC, £541.66½ metric ton, nominal.

Magnesium oxide: BP (per metric ton): light £541.66½ nominal; heavy £890.

Magnesium trisilicate: £441 metric ton.

Nicotinic acid: (Per kg) 1 kg £1.93; 50-kg £1.83.

Pyridoxine: £6.15 kg; 25-kg £6.05 kg.

Riboflavine: £12.76 kg; 25-kg £12.66.

Thiamine: Hydrochloride and mononitrate £10.42 kg; 25-kg £10.37.

Vitamin A: Oily 1m iu per g £6.68 kg; 5 kg £6.58 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu, £4.90.

Vitamin D₃: Powder for tableting 850,000 iu per g, £17.81 kg; 5-kg £17.75 kg.

Vitamin E: (per kg) £9.25; 5 kg lots £9.15; 25 per cent dry powder £4.29 and £4.69 respectively.

Crude Drugs

Aloes: (metric ton) Cape primes £255; £240, cif. Curacao spot, £780; £750, cif.

Benzoin: Spot high testing £0.30 lb.

Buchu: rounds £1.55 lb spot; shipment £1.40, cif.

Camphor: BP powder £1.60 kg spot; £1.35, cif.

Ceylon £1.60, cif. Prime seeds £1.60, cif.

Cassia: *Lignea* broken £417.50 long ton, cif; whole £425.

Chillies: Mombasa spot £500, long ton nominal; Zanzibar £380, cif.

Cinnamon: Seychelles bark £300, cif, nominal. Ceylon quills four O's £784 long ton.

Cochineal: Tenerife black-brilliant £6.05 kg spot. Peruvian silver grey £5.06.

Ginger: (long ton) Cochin £345, cif. Jamaican No. 3 £880, cif. Nigerian peeled £350 spot; £290, cif; split £190; £180, cif.

Honey: (Per cwt ex store). Australian light amber £9.25, medium amber nominal, Canadian £11, Mexican not quoted; Chinese £9.50.

Kola nuts: African halves £85 metric ton spot.

Lycopodium: Indian £2.40 lb spot; £2.10, cif.

Mace: Grenada unassorted £0.35 lb, cif.

Menthol: (kg) Chinese spot £6.89; shipment £6.78, cif. Brazilian spot £5.35; £5.25, cif.

Podophyllum: Nominal.

Senna: (lb) Tinnevely No. 3 faq leaves £0.08; pods, hand-picked £0.11½; manufacturing £0.08½; Alexandria h/p 12s to arrive; manufacturing £0.17½-£0.19.

Seeds: (long ton) Anise: China star £175, cif. Spanish green £247.50 spot. Caraway: Dutch ex wharf £300. Celery: Indian £360 spot £265.

cif. Coriander: Rumanian split £72.50 metric ton, cif; Moroccan £87 long ton, £82, cif. Cumin: Syrian £270 spot; £280, cif. Dill: £128, cif. Fennel: Chinese for shipment £100, cif. (metric ton).

Fenugreek: Moroccan £59, cif. Mustard: £3.66 spot as to quality.

Valerian: (metric ton) Continental £270; £260, cif. Indian £220 spot; £210, cif.

Waxes: (long ton) Bees' £740, cif. Candelilla: £570 spot; £550, cif. Carnauba: fatty-grey £420; £380, cif; prime yellow, £590; £545, cif.

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Copy Date: 4 pm Tuesday prior to publication date; Advertisements should be prepaid

Publication Date: Every Saturday

Post to: John Thelwell, Classified Advertisement Manager, Chemist & Druggist, Bouverie House, 154 Fleet St., London, EC4A 2DL

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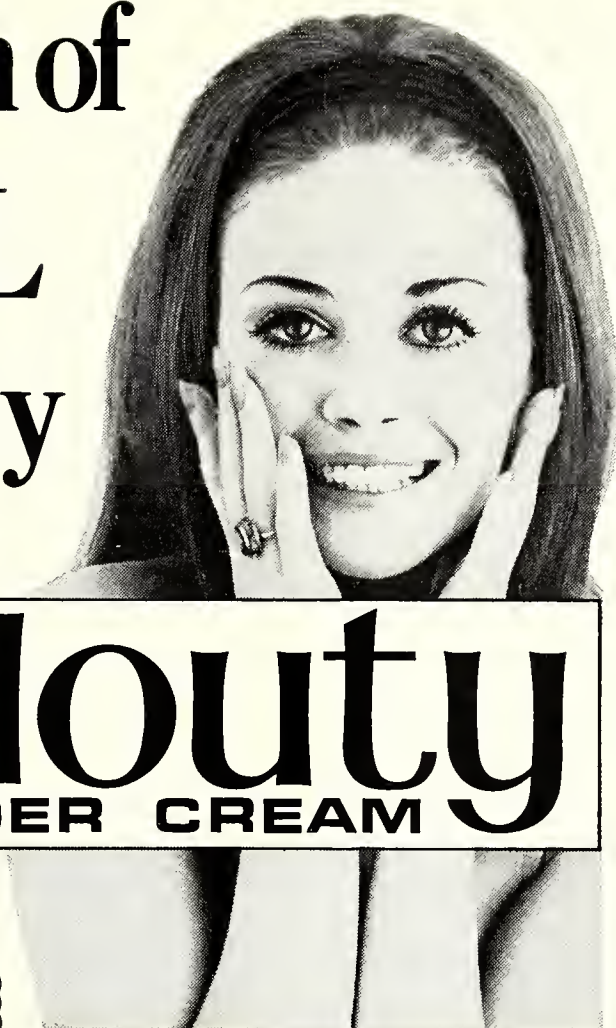
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It smells like a winner to us

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And to make sure everyone knows about it, heavy advertising will be on nationwide TV as from April. So all in all, there are plenty of good reasons why you should expect a dramatic increase in your profits.

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Babycare

Supplement to the Chemist and Druggist April 3 1971



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The success of the Savlon Babycare range will be built on confidence; confidence in recommending a product of ICI research, and a mother's confidence in accepting your recommendation.

SAVLON ♥ BABYCARE
TRADE MARK

The medical name for mother-love
Imperial Chemical Industries Limited, Pharmaceuticals Division
'Cetavlon' and 'Hibitane' are trade marks

Babycare

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Be yourself: Mothers want the advice that only you can give

by John M. Hanrahan, MPS (ICI Pharmaceuticals Division)

There are about 2.8 million babies up to the age of three years in the United Kingdom — and that means that the “average” retail pharmacy (if there is such an establishment) should have a potential baby population of 200, with a sales potential in baby products of £1,000 per annum at retail prices, excluding baby foods.

The fact that this “average” pharmacy has a baby products turnover of only £600 per annum is indicative of the serious attempts being made by other traders to capture what has until recently been one of the more traditional facets of the chemist's business. And yet despite this sixty:forty split of business, most people, if they were asked, would still consider the chemist to hold all but a small proportion of this market.

What is happening to cause this slow — but quickening — shift in loyalties by the mother when buying products for her baby? Is she losing her confidence in the retail pharmacist? Is she being persuaded by incredible cut-price offers on baby powder in the local supermarket? Does she no longer need reassurance on the safety of products, which was implied by their being sold by a pharmacist? Are standards of mothercraft now so high that she no longer needs to ask the chemist for advice on day-to-day baby problems?

These were some of the crucial questions which had to be answered before the recently developed Savlon Babycare range could be launched by ICI. The answers we found were revealing, in that, not only did they support our chemist-only promotional policy for Savlon Babycare, but they showed that the chemist has the unique potential to recapture and expand almost all the babycare business which at present is held by grocers and the supermarket chains.

Here are the questions we asked and the answers we found:

Are housewives losing confidence in the retail pharmacist as an adviser on baby products?

The simple answer to this question is no. Even *The Grocer* in its article on baby business, had to admit that a new mother usually goes first to the chemist to choose a new brand of baby product. This was backed up by research carried out before the Savlon Babycare launch which showed that the “family chemist” (to use the mothers' own terminology) appears to be an authoritative source of reference in terms of product type and brand.

He is seen to carry an aura of professionalism while being friendly and approachable. Respondents to our survey would all be inclined to approach the chemist for advice on minor baby ailments such as napkin rash and cradle-cap.

Are supermarkets cutting prices drastically on baby toiletries?

If the supermarket opposite your pharmacy is “deep-cutting” prices on baby products it is an exception. In general, although baby toiletries with an average gross margin to the retailer of 30 per cent represent an outstanding profit ratio to non-chemist outlets used to working on considerably lower margins, the supermarkets seem to prefer to cream off the profit and appear reluctant to cut prices for extended periods by more than, say, one half- to one new penny. Nor are the supermarkets offering much choice to the housewife in her baby purchases made there, concentrating on one, or at most two brands of baby toiletry.

Do mothers no longer need professional advice from the pharmacist or his staff?

Again the answer is no. Rising standards of health and mothercraft education have served to wipe out much of the “black magic” associated previously with child-bearing and motherhood. Women are now

more aware of the real problems and causes of minor baby disorders, and this knowledge is being reinforced by the local clinic staff all the time.

The modern mother is therefore more capable of understanding that napkin rash is caused by bacteria breaking down urine on the skin, and not necessarily caused by “unhealthy” blood or other fable. This increase in educational standards has, however, made the mother positively more aware of her baby's problems and it is for this reason that she increasingly is turning to the pharmacist for guidance in choosing products suitable for her baby.

In summary, therefore, the pharmacist remains a key figure in the purchase of baby products by the mother and available information indicates that this relationship will continue. The market is being drawn away from the pharmacy however, mainly by the supermarket with its “one stop” shopping facilities and its “penny off” pricing policies, and it is particularly noted that although almost universally first purchases of baby products are made in the pharmacy, the mother may make subsequent purchases of the pharmacist's recommended brand in the supermarket when she sees it merchandised there with a marginal price reduction.

What therefore are the lessons to be learned and applied in bringing back much of this business to our pharmacies?

Concentrate on your unique resources as a pharmacist

In addition to all the usual benefits of a non-supermarket outlet, such as personal service, friendly staff, etc, let your mothers see that not only are you and your staff professional in a pharmaceutical sense but also let them see that you are professional experts in babycare. Always take time to give good advice.

Keep a copy of Dr Spock in the dispensary or behind the baby counter for quick and easy reference on simple questions commonly asked by mothers. Recommend products in which you have professional confidence — presumably the ones which you would wish to use in your own home.

Make sure that mothers know you are a babycare expert.

Window displays are a traditional method of telling passing customers about your own particular speciality and expertise, and with baby business this is vitally important. Many of the most successful baby

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outlets keep a permanent window space for baby products together with a specially reserved section inside the shop. The presence of baby weighing scales makes sure the mother knows she and her baby are welcome in your shop.

Keep a good selection of baby products, but concentrate on the brands backed by national advertising.

One of the principal failings of supermarkets is that they maintain stocks only of the brand leader, which in terms of profitability to space ratio is sound business sense to them. In the pharmacy, however, although the principle of stock rationalisation still applies, it is not usually

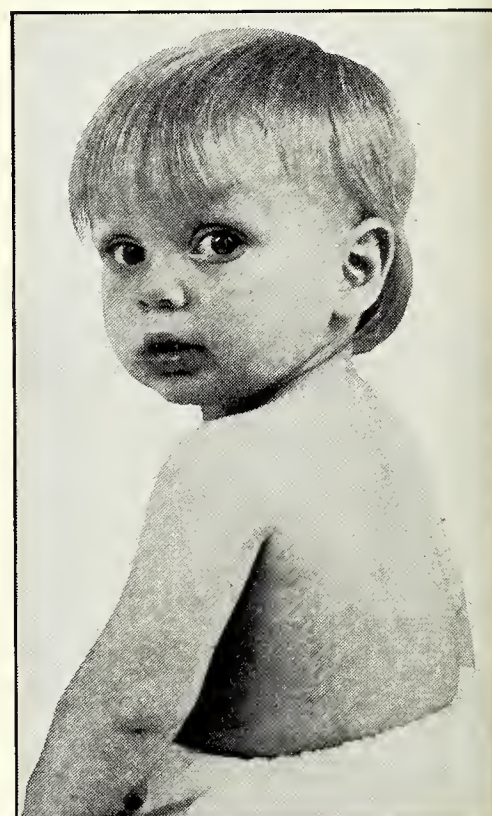
too inconvenient to keep at least one pack of a wider range of preparations, thus offering a choice of products which the major non-chemist outlets cannot do.

Having done that, however, it is important to concentrate on the mainstream profit areas in baby care by devoting most promotional and merchandising effort to product ranges which are supported by a commitment of a major manufacturer. The effect of your recommendation on the sales of a product or brand can be significant, but the combined effect of your endorsement plus the strength of national advertising and promotional programmes by the manufacturer is the most likely prescription for steadily increasing turnover and profits.

Be flexible in your ideas about baby care merchandising

Much of the growth in sales of baby toiletries has been due to the increasing tendency for mothers to use the products themselves. The connotations of soft, pure, safe and economical, inherent in baby products, are equally applicable to the mother's choice of talcum powder, skin lotion, shampoo, etc. which she needs for her own use. To cater for this trend, experiment by displaying one or two packs of relevant baby products alongside your adult toiletries in other parts of the shop.

Most representatives can offer suggestions on display and merchandising designed to increase your turnover. Provided



Above: Courtesy of E. C. De Witt & Co
Left: Courtesy of Gerber

that they suit your type of shop, be prepared to have a go, but in doing so don't let it affect the overall appearance of the trading area, which should always reflect your own attitude towards your business. Remember that it is not always the most gaudy display that gives the best results in terms of sales.

In essence, therefore, the simplest slogan to define a pharmacist's most effective method of regaining sales from the supermarket is "be yourself" — be a professional pharmacist first and foremost; be interested in the customer's problems and be professional in the solutions to the problems in terms of the advice you give, the products you recommend and the brands you stock and promote.

By establishing a closer relationship with the mothers in your shop in this way, not only will you attract more customers to your counters, but you will ensure that they return to your shop for more of that unique ingredient which no other retailer can provide as you can — professional service.



Make big profits from little ones!

Now more than ever before — with Paddi as the established brand leader.

Play your part by putting Paddi on display and watch your sales and profits grow. We'll help with massive advertising.

Last year Paddi was the only disposable advertised in the leading Women's magazines.

This year it's advertised again—directly reaching mothers nation-wide.

By now they know all about the big Paddi advantages—it's the

name they think of first in Disposables—and the one they'll ask **you** for first.

So be ready. Paddi—pads, pleats and rolls, have all three. Paddi—pilch and garment, be sure you've both.



PADDI

Robinsons OF CHESTERFIELD



Food for thought...and for sales

by A.F.L. Deeson MA PhD DSc

Providing food for babies is big business—and it is a market in which chemists, after reeling under a super-market and multiple grocery onslaught, are now making something of a comeback.

Broadly, the market can be divided into two main categories, baby milks and weaning foods. The baby milk market belongs almost entirely to the chemist who holds 98 per cent—although the recommendations of the Monopolies Commission now prevent manufacturers from operating a total sales-to-chemists-only policy in this field.

But a few years ago, the chemist started to lose steadily on weaning foods to the super-market and grocery channels: a process that continued for a considerable period. Now the trend is reversing, and in the last couple of years the chemist

has regained some ground here.

If there is one overall reason for this encouraging reversal it is because the chemist has realised that in these days of self-service mothers are conditioned to making their own selection from a wide range. Those chemists who have provided self-service racks for weaning foods are more likely to get custom than the man who keeps most of his stock out of reach.

Getting results

Of 10 retailers interviewed for this survey, six thought their sales of weaner foods had increased by "at least 10 per cent" in the last year; two by "about 5 per cent" and two said "gone down, if anything." It was interesting that all eight noting increases had easy-access self-service stands which were well-stocked.

One of the two who thought his sales were level or had even diminished had only a few tins displayed on the counter and the other had all his stock behind the counter where only he or his staff could reach them.

Coupled with this encouraging trend of "back to the chemist" is a steadily grow-

ing tendency for more and more mothers to feed their babies on commercially produced foods from birth to around their first birthday. They are convenient, eliminate waste and are produced to standards of hygiene which are almost impossible to achieve in the home. Further, these foods are universally recommended by the clinics.

While there has been a small return to breast feeding among the middle classes, the number of mothers who rely exclusively on artificial milk foods from the time the baby is born, or soon after, is growing rapidly. Weaning onto "solid" foods is also tending to be earlier.

And don't forget that not far short of a million babies are born every year, even if the birth rate is lower than it was a few years ago.

Between them, babies, according to Buchanan Marketing Services, consumed in 1970 £1 million of instant foods; £4.5 million cereals and rusks; £7.4 million strained foods and £7.1 million junior foods. Adding about £9 million for milk foods, this gives a very large market (compared with other lines which chemists stock) of £28.1 million.

Other surveys indicate the total market is between £25 and £30 million.

Growth prospects

It is difficult to predict the growth of this market during the next two or three years and it will certainly differ according to the type of product.

On the one hand there seems no doubt that most baby foods, and particularly strained and junior foods, are still growing steadily in acceptance. More and more mothers are using them and in the course of a baby's lifetime of consumption he or she will get through anything up to 450 units!

Against this there is the falling birth-rate of 4.5 per cent per annum over the last few years. Following the post-war boom of 20.4 births per 1,000 population in 1947 it reached a new peak of 18.7 per 1,000 in 1964 and then dropped steadily to 16.6 per 1,000 in 1969. The Registrar-General has professed himself optimistic for 1970/1 and certainly the marriage rate has increased steadily over the last few years. But the somewhat uncertain economic situation, improved methods of contraception and easy abortion, all cloud the statistical projections.

Over the five years, in spite of the birth-rate, the market overall has expanded at about 8.9 per cent a year and there seems to be every reason to suppose it will continue to do so.

The rusk market has tended to decline, however—about 5 per cent per annum in volume over the last three years, although price increases have kept the value stable. Cereals have probably gone down rather more—partly because of the declining birthrate but also as a result of competition from alternative foods.

Brand leaders

For canned and bottled baby foods Heinz is the clear market leader. In 1968 the IPC Branded Foods Survey gave Heinz 91 per cent with Gerber 6 per cent and the

remainder 3 per cent. Recent estimates indicate that in the last couple of years Gerber have increased their share to 7 per cent. Trufood are currently taking about 4½ per cent and Heinz has fallen to about 8.7 per cent. In cereals, Robinson's—the longest-established manufacturer in the baby food market (as long ago as 1742) have about 41 per cent of the market, with Farley products very close to this figure—Farlene being by far the most popular. Farex (Glaxo) is in third place with about 14.1 per cent and the rest tag a long way behind.

The branded milk market is dominated by Glaxo Group Ltd with Ostermilk, and by Cow & Gate. Another important brand is Trufood and these three probably account for not far short of 80 per cent of the total market—excluding National Dried Milk.

Instant foods are largely in the hands of Robinson's with, according to Stats (Market Research) Ltd 80.4 per cent of the market. Farley have about 13.6 per cent and Gerber 6 per cent.

Best selling varieties

If success of the baby food market depends largely on skilful presentation of self-selection units it is also much more profitable for the chemist if he can choose best selling varieties carefully and thus stock a smaller selection to give him a quicker turnover.

Heinz, for example, have well over 100 different baby foods and it would be difficult as well as uneconomic to stock them all. Although preferences vary from area to area, on a national basis the strained food favourites are Bone and Vegetable Broth and Egg Custard with Rice. Of the junior foods, Egg and Bacon Breakfast, Vegetables and Beef, and Chicken and Rice are the most popular.

Gerber's best sellers in strained foods are Vegetables and Beef; Vegetables and Chicken; Vegetables and Lamb. Custard with Rice is the most popular sweet in this company's range.

Gerber Junior Foods follow a similar pattern with Vegetable and Beef, Vegetable and Turkey and Vegetable and Chicken. Fruit Dessert with Tapioca and Egg Custard with Rice are found to be the favourite sweets.

Trufood find an increasing acceptance of savoury varieties and have recently added Grilled Bacon Breakfast and Orange Cereal Breakfast to their range of Spoonfoods. One of their new junior foods is Orange and Coconut Fun.

Press advertising

Press and television advertising is probably less important in selling baby foods than the various below-the-line activities undertaken by the manufacturers. Nevertheless, considerable sums are spent, mainly in television, but also in the women's and parents' magazines.

Heinz are still by far the largest advertiser, although they have reduced their advertising considerably over the last year. Gerber, Farley and Robinson's are other big advertisers whose appropriations often run into six figures every year—with most of the weight towards television.

Parcels to new mothers, distributed through chemists, clinics and hospitals, are thought to be most important in establishing brand names and represent a form of promotion supported by most leading manufacturers.

Some, like Gerber and Heinz, run clubs with free membership to pregnant women and mothers with babies. Gerber issue a quarterly newspaper to over 300,000 mothers a year and also send out vouchers worth about £0.35 each. Household and nursery items can also be bought at cut rates.

The Heinz Club advises more than 1,000 mothers each week, and in addition, distributes several thousand sample cans weekly.

Robinson's started *Nursery News* last year for free circulation through clinics and they also run numerous special offers to mothers.

Competitions, pack offers and special bargains are included in most of the bigger firms' advertising and promotional programmes.

Bonusing is a frequent merchandising incentive. Heinz offer regular bonuses across the complete range of baby foods, enabling chemists to offer customer savings. The multiple purchase system is also a method of competition which the supermarket cannot easily emulate.

Gerber frequently offer vouchers to encourage sampling and last year organised a special chemists' promotion of "take five—pay for four."

I have already stressed the importance of self-selection units and a number of these are available from manufacturers. Heinz provide a nine-tier stand at cost price, free shelf dividers and free display material.

Trufood also have free self-selection units for chemists who will maintain a full stock of their varieties. Both those companies will give planning advice to retail pharmacists.

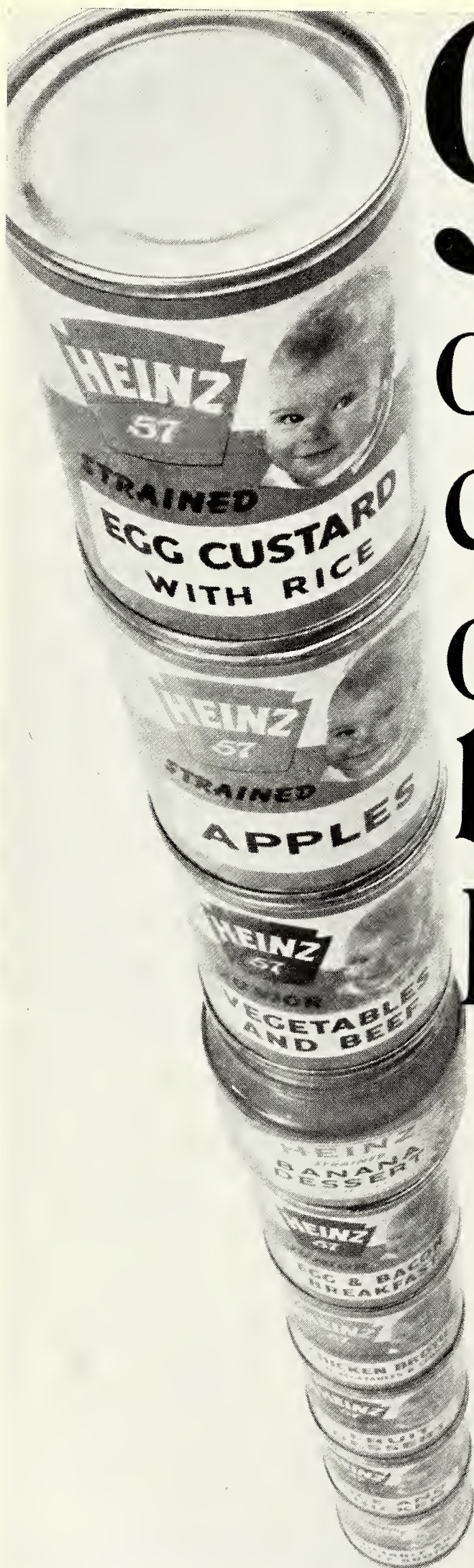
Customer profile

Beyond the fact that mothers are obviously the prime customers for baby foods, a survey published by the Economist Intelligence Unit shows that Scotland and the Midlands buy the most of all types of baby food, with Scotland leading for bottled and canned foods and the Midlands for cereals. The North West also has a high consumption of canned and bottled foods but is slightly below the average in sales of cereals.

As one might expect, the largest age group of women purchasers is 25-34 and most rusks and bottled or canned foods are bought by the C2 socio-economic group. Cereals are bought equally by the AB and C2 groups.

In 1956 the chemist had 44 per cent of the total baby food market. By 1969 it had dwindled to a shameful 20 per cent. Now there are indications that the decline has halted and a small advance has been made.

Accessibility of stock, self-selection units and the intelligent use of the many facilities offered by manufacturers could help to bring even more sales into the chemists' hands.



9 out of every 10
cans & jars
of baby food
bought are
Heinz.

we're not too sure about
the tenth



Baby foods

Emphasising safety and nutrition

Safety and nutrition are the themes behind a powerful new national press and television advertising campaign launched in support of Gerber Baby Foods. Three separate commercials and three different press advertisements draw mothers' attention to the protein, calcium and iron content of specific varieties of Gerber foods and make the points that Gerber is "Rich in nourishment . . . Safe in glass."

Last year, sales of baby foods in glass increased by 20 per cent. Gerber attribute this to their own promotional campaign backed by the heaviest marketing expenditure in their history.

A major feature of Gerber's promotional activity is its massive direct mail campaign—possibly, they say, the largest continuous operation of its kind in the world, reaching more than 400,000 mothers at a time.

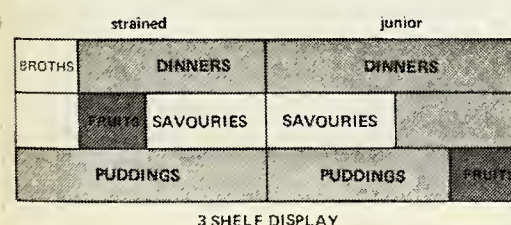
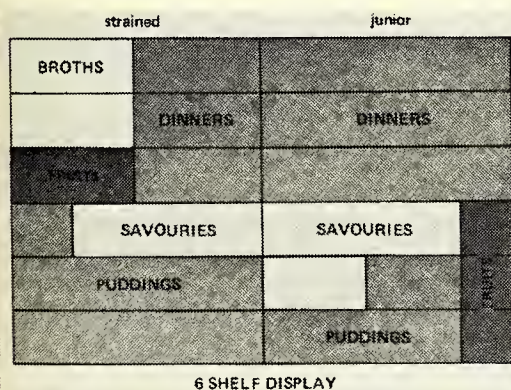
The company has several merchandising pointers to offer retailers. If there is a high proportion of young mothers in a trading area, the setting up of a well-stocked baby section is one of the best ways in which a chemist can increase his profits, they maintain. Mr Trevor Benson, Product Manager for Gerber Baby Foods says: "There are 900,000 live births every year. These babies constitute a £37 m market for specialised products—almost double the total market for toothpaste."

Three simple rules should be followed, say Gerber: Firstly, all baby products should be located together. That is to say non-food items such as nappies, powders, creams and soaps should be displayed adjacent to baby foods. This will encourage the maximum number of impulse purchases when mothers are thinking of their babies' needs.

Secondly, the section should be sited, wherever possible, opposite a wide aisle. A mother regards her new-born baby as the most important thing in the world and likes to take plenty of time in selecting things for him.

Finally, it will help the chemist to avoid out-of-stock situations if he displays a case and a half of each item. Staff can

Gerber's suggested shelf plans for baby foods



Product Promotion Round-up

then top up the shelves conveniently and easily in case lots.

The chemist who has not previously stocked baby foods may find the apparently wide range of different varieties offered by the major manufacturers somewhat daunting. The ranges are not as wide as they seem, however, because each is broken down into segments such as broths, dinners, savouries and desserts and each segment contains a number of different varieties to give the baby a choice of flavour and to meet his dietary needs.

Gerber say research shows that sales generally break down into the following pattern, varying only slightly according to the range carried:

Strained: broths, 8 per cent; dinners, 12 per cent; savouries, 6 per cent; fruits, 4 per cent; puddings, 20 per cent; total, 50 per cent.

Junior: dinners, 25 per cent; savouries, 10 per cent; fruits, 5 per cent; puddings, 10 per cent, total, 50 per cent.

The diagram at the foot of the page shows Gerber's recommended shelf layout based on these figures. (Brown & Polson Ltd, Claygate House, Esher, Surrey.)

Vigorous support

Full cream and half cream milk foods are the backbone of the Cow & Gate range, and the company support the two products with vigorous advertising to the consumer and the frequent issue of new display material for retail pharmacists.

The newest display is an outsize replica

of their milk food carton. Measuring 20½ in tall by 9½ in wide, this jumbo pack can be suspended on thin wire in a window to form a giant mobile, or can be used as a base or stand around which to build a display. The pack shows on one side the full-cream (red pack) and on the reverse half cream (blue pack) milk food.

To help chemists take advantage of this eye-catching display, Cow & Gate will either dress the window and mount the display, or they will send a do-it-yourself selection of display material suitable for a window or in-store promotion. This combines the jumbo pack with advertising "bricks" and a display card.

In addition to the standard full and half cream cartons there is also a wide range of specially modified milk foods designed to meet the needs of babies suffering from many of the ailments and abnormalities of infancy.

Cow & Gate are continually working with hospitals and medical practitioners to produce these special milks, and attach great importance to providing the right food for all babies whatever their particular needs.

The company's Dairy Junior Foods, packed in small cans, are said to be perfect as an introduction to solids, for breast or bottle-fed infants. They are priced to retail at £0.04 for a 6 oz tin. In 12 different flavours, they combine the nutritive and body-building properties of milk, finely ground cereals and specially-selected fruits.

A new dairy Junior Food counter display card is now being distributed to chemists. It measures only 8½ in wide by 10½ in high and can be used as the centre-piece, even in a very restricted area, to form an effective display. The base is in bright red with a cut-out baby figure standing out from the blue background to give depth to the display. Instructions for erecting the display are printed on the base. Each display card holds a can of Dairy Junior Foods—and as many cans as desired of the 12 varieties may be used to form the display. (Cow & Gate Ltd, Stoke Road, Guildford, Surrey.)

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An indication of how the Cow & Gate "jumbo" replica can be used as the basis for a window display



Baby foods

Promotion successes

Television advertising and the Trufood "refund promotion" are cited by the company as reasons for a "significant increase" in the sales of their baby milk. At the same time sales of their Spoonfoods range are continuing to increase steadily.

The advent of "chemist only" Toddler Meals has temporarily cut into the sales of Junior Foods, say Trufood, but they add that to the chemist who stocks the full range, this should not be a worry.

The market is continuing to expand, and mothers, instead of keeping their 1-3 year olds on Junior Foods, are progressing naturally to Toddler Meals which are, incidentally, more profitable for the chemist. The pattern which developed after the introduction of Junior Foods looks like being repeated and, with the increase in the market for strained foods, Junior Foods should find a logical place in the baby's progressive diet.

But to make the best use of this development Trufood stress that it is advisable for the chemist to display as wide a range as his space permits. Mothers will tend to buy where they see the widest choice. If that is to be found in their grocer or supermarket, then the chemist will lose sales.

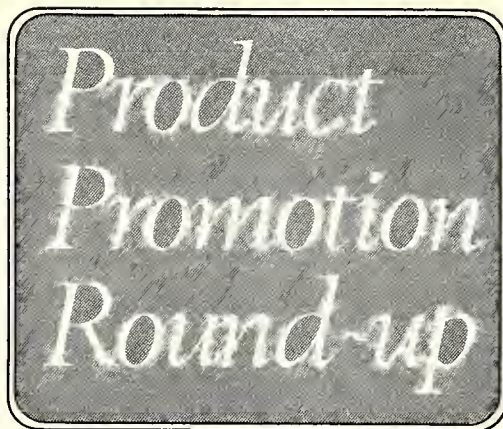
Because Trufood were aware of this, they produced, to help chemists, the extension for their display dispenser when they introduced the Toddler Meals range. The enlarged version is available to chemists who are prepared to stock and display the full range of baby meals. In this connection, the company points out that under the Trade Descriptions Act, these foods cease to be "new" at the end of April, so the temporary sleeve covering the headboard should be removed by that date.

To meet the constant demand for variety, two new titles — a breakfast and a dinner — have recently been added, and further varieties are being developed.

The company make a point of stressing that the chemist is the logical outlet for baby foods, and their advertising tells mothers: "Ask your chemist for Trufood — he knows about these things."

(Trufood Creameries, Wrenbury, Nantwich, Cheshire).

A Trufood selection



Backing the retailer

The overwhelming brand leaders in canned infant and junior foods, H. J. Heinz Co Ltd, have long made a feature of point-of-sale support to the chemist.

Regular bonuses across their complete range enable retail pharmacists to offer their customers substantial savings. Their "multiple purchase" system provides a method of competition that a grocer or supermarket could not easily copy.

Heinz also offer a service of vetting of correct shelf layout and pricing, plus ensuring attractive displays to tie-in with special promotions and national advertising campaigns.

Advertising support of Heinz products is strong. Full-page advertisements, both in colour and black-and-white, appear in all leading women's magazines and in the principal medical/nursing journals. Television advertising has consistently and successfully been exploited.

The range of Toddler Foods introduced some 12 months ago has further strengthened the company's position in the market, and their product range in this field now comprises 110 items.

These varieties are constantly reviewed. As new additions are made—some to become high-volume sellers—so the slowest sellers are phased out. In this way the selection is kept constant.

Toddler Foods have already reached the top 30 in variety popularity.

A new decimal pricing display card is now available to chemists and information can be given to individual retailers on multiple purchase schemes by the company's chemist sales force.

Mr Ron Bushell, manager of the Heinz

Simplicity of preparation is just one of the virtues upon which Golden Ostermilk, from Glaxo, bases its appeal



London Chemist Branch specialised sales force, sums up the market like this: "Chemists have realised the need to adopt modern retailing techniques and are improving their share of the market.

"The vital factors are distribution, correct shelving, stock control, competitive pricing and promotional activity to back it up."

A thriving newcomer

Golden Ostermilk, the newest infant full-cream infant milk food from Glaxo Laboratories Ltd, Greenford, Middlesex, is thriving well alongside its "elders", Ostermilk One and Two, say the makers. Nationally launched under six months ago it is already making a significant contribution towards maintaining Ostermilk's leading position in the infant milk food market. The products, principally Golden Ostermilk, will continue to be strongly promoted in women's and specialist baby magazines and the company's own quarterly to the relevant professions.

The new product is said to appeal to mothers because it is very easy and safe to prepare. Using a sterilised, wide-necked bottle all she has to do is to add the specified amount of Golden Ostermilk powder and sugar to a measured quantity of lukewarm (previously boiled) water and shake until the milk is mixed.

The feed is easily digested because of the instantising process and effective homogenisation prevents the fat-soluble vitamins floating to the end of the feed or being left on the sides of the bottle. The mix is so fine that there is also little likelihood of lumps forming to block the teat, say Glaxo.

For babies and toddlers who require vitamin supplements Glaxo provide Adexolin — vitamins A and D liquid.

In support of Adexolin, the company are currently offering to chemists an attractive leaflet dispenser (HD 625) which has a stand-out figure of a toddler alongside a dummy 50 ml pack of Adexolin. The dispenser is supplied complete with a set of 30 illustrated leaflets which detail the importance of vitamins A and D and the convenience of administering them in the form of Adexolin liquid.

Profit from a puzzle

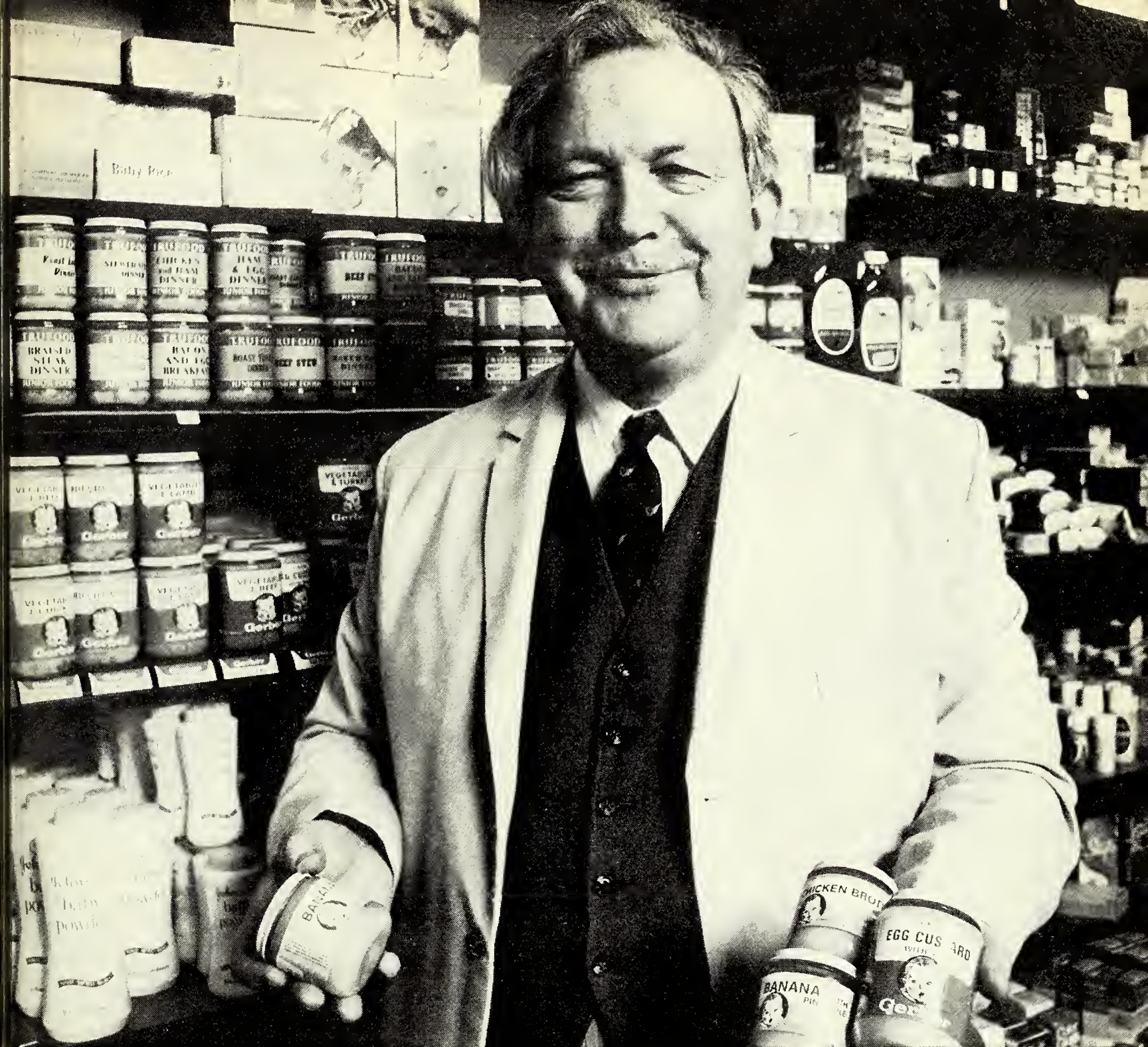
The 1971 promotion for Robinson's baby foods, to be launched in May, includes an entirely new approach for the company.

Basis of the promotion is that mothers can win a "prize" for their children simply by collecting the puzzle pieces from Instant baby food and cereal packets which go to make up the picture of the prize. There will be a choice of three prizes—a teddy bear, a toy posting box and a set of three pictures for the child's nursery. Full publicity will be given to the promotion.

There will be support from trade promotions throughout the year, including special bonus offers.

The company stress that there are a number of advantages to selling—and using—their Instant baby food. Profits to the retailer are high—for example, a 32½

Continued on page 13



Four weeks ago, he didn't stock Gerber. Four weeks ago, he sold 60% less babyfood.

A lot of chemists think that by not stocking one brand of baby food, they'll make as much as they can from the market.

It just isn't true. Here's a typical example of how, when you start stocking Gerber, sales in the babyfood section start coming up.

This chemist's shop is in a busy town in Surrey. Four weeks ago,

he started with Gerber. He passed on the introductory offer we gave him in a 'buy 4, get one free' promotion to his customers.

We also gave him the display stand you see here.

Even though it was such an attractive promotion, he was still making a healthy profit. Four



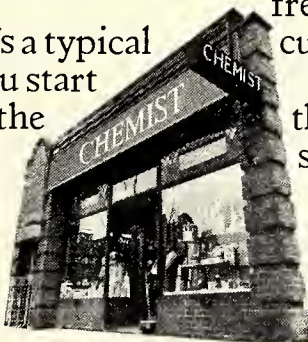
weeks later, he'd sold 18 cases, and was so pleased he extended his range to 32 varieties.

And his babyfood turnover had gone up 60%.

It could happen to you. Stock Gerber, and we'll give you all the help we can.

The longer you think about it, the longer you lose out.

Ring our nearest office and we'll start things moving.



Bristol: ask for Miss N. Anderson, Chipping Sodbury 8825. *Manchester:* ask for Miss S. Robinson, 061-928 8911. *Paisley:* ask for Miss M. Crawford, 041-884 3331. *Perivale:* ask for Mrs. V. Bedford, 01-998 2800.

CANNON ● **babysafe**

Baby products
that discerning mothers
ask for.



Cannon Rubber Manufacturers Ltd., Ashley Road, Tottenham, London. N.17. Telephone: 01-808 6261

Continued from page 10

per cent profit margin on a recommended retail selling price of £0.7½ a packet. They contend that their instant foods give at least as high profits as wet foods. "It has been found that while Robinson's baby foods sell slower than wet foods in volume terms (there are, after all, more meal servings in a packet than in a tin) profitability is as high per square foot based on sterling turnover."

Robinson's are constantly seeking to increase and improve their range—not just for variety's sake, but to ensure that the baby will get a sound balance of the essential nutrients he or she requires, they state. At the moment, there are 25 varieties—13 savouries and 12 sweets.

Robinson's sales force make regular calls at all levels of the trade and their trained merchandisers will advise on shelf position and layout and give practical help in fixture, remodelling and merchandising where required.

Part of the company's publicity has always been to make the direct approach to the health visitor. Last year, apart from making regular calls to most of the country's clinics, Robinson's also sponsored, through the Health Visitors' Association, a special competition which only the health visitors could enter. This was very successful. (Reckitt & Colman Food Division, Carrow, Norwich.)

Care and comfort

Breakthrough in disposables

There is great potential for chemists stocking disposable baby napkins and associated products, for there are indications that the long-awaited market breakthrough may be near, according to Robinson and Sons Ltd, Chesterfield.

They point out that recent statistics suggest that the downward trend in the birth-rate may have halted—and, indeed, may have reversed itself.

In 1970, they report, the disposable nappy market remained fairly static at around £4 million at retail selling prices, development being largely cancelled out by the lower birth rate. But, within the market, there was growth in nappy liners, the "half-way" stage product between the traditional terry towelling square and the complete disposable nappy.

Mr Charles Widdowson, marketing manager for the Robinson Paddi products, is convinced that nappy liner development will be another major contributory factor in the breakthrough. He says: "While the Paddi-type of completely disposable pad, used with soft plastic pants or special garment, is the only real answer, going part of the way towards disposability with nappy liners will undoubtedly help to convince mothers of the advantages of fully disposable products."

If British mothers moved over to disposable nappies to the same extent as their American and Scandinavian counterparts the market would be 10 times bigger—and double the size of the baby food market.

Besides the well-known Paddi pad, the company also market Paddi rolls and Paddi pleats (continuous lengths from which mother can cut her own size of

Product Promotion Round-up

pad); the pilches and garments to hold them; and, of course, nappy liners.

Robinsons say they are now the only disposable nappy manufacturers to advertise their products nationally on a regular basis in the women's magazines. During 1971, four leading women's magazines have been chosen to give coverage of over 90 per cent of women with infants under one year old—the main target market. There will also be promotional activities on a national scale.

Fully-fashioned pants

Fully-fashioned baby-pants are a speciality of A. & H. Heyman, Aycliffe Industrial Estate, Co Durham.

With elastic or taped legs they are available in white, pink, blue or yellow, in three sizes.

Designed for simplicity

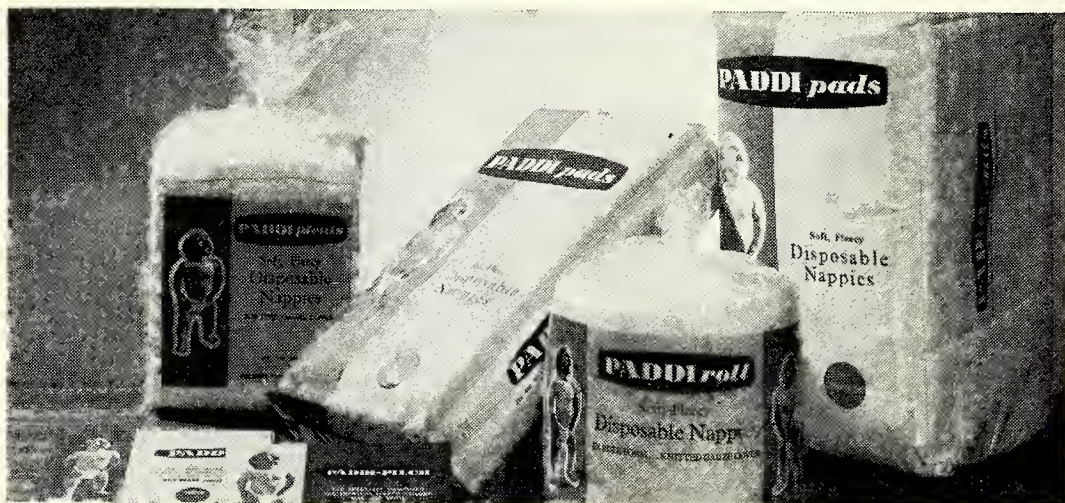
It is estimated that on average during an 18-month period more than 2,000 napkin changes per baby are made. This figure multiplied by the average yearly birthrate gives some idea of the potential size of the napkin market.

The Golden Babe range of baby products have been designed by Lilia-White (Sales), Charford Mills, Birmingham, with the object of making life easier for the young mother. The range includes Nappy Savers, Disposable Nappies, Bouncer Baby Pants, Snuggi Pants and their own All Purpose Cotton Wool.

A new addition to the Golden Babe range is the disposable nappy liner designed to stop solids from staining the nappy. Made from a super-soft non-woven fabric, it is also said to protect baby's skin against the roughness of newly-washed nappies and helps prevent napkin rash. A special advantage claimed for the Golden Babe Nappy Savers is that the pack is designed to stand on the floor—making it easier for the mother to extract the liner from the pack while she changes baby on her lap.

The Golden Babe Disposable Nappy is the only "baby-shaped nappy on the market," say Lilia-White. A soft quilted cover holds the high absorbent filling in position giving maximum comfort with no bunching between the legs. The nappy is covered with a fine knitted net, to prevent

Continued on page 14



The Paddi family from Robinsons of Chesterfield



The comprehensive range of Lilia-White's Golden Babe products

Continued from page 13

disintegration when wet and stops pieces of cellulose sticking to the baby's sensitive skin.

Golden Babe Snuggi Pants are designed to hold all regular and disposable nappies. The rounded ends of napkins tuck neatly into the two pockets inside the specially-designed, rose-scented Snuggi Pants, lanolised for softness with forward facing legs and side openings to allow air to circulate. Snuggi Pants are available in four generously-cut sizes, Small, Medium, Large and Extra Large.

Bouncer Baby Pants are available in three sizes: medium, large and extra large, for use over conventional terry nappies.

Improved liner

Maximum protection, to reduce the danger of napkin rash, is claimed by Marathon for their shaped Dryliner. The re-styled liner provides a greater width of fabric at baby's back, including an overlap down each side.

This completely protects the skin from contact with any part of the outer terry napkin, say the makers. In standard and large sizes. (John Beales Ltd, Peveril Street, Nottingham.)

Successful new look

By mid-summer, Maws will have completed the re-packaging project for all their nursery products. Already, with more than a dozen lines presented in the new corporate design, there are reports of the increased impact and eye-appeal of the range, say Maws.

The biggest growth product in the Maws Nursery range is Tufty Tails. The disposable napkin market in Britain is still small in comparison with other Western European countries, but the signs are that more and more mothers are taking to the idea of using disposable diapers from birth until potty training is complete. Maws believe that the special qualities of Tufty Tails, combined with positive marketing through chemist outlets, will enable them to increase their share of the growing market.

Another growth item is Simpla tablets. This way of sterilising baby's feeding equipment is becoming more widely-known. The easy method of dropping one Simpla Tablet into 4 pints of warm water has proved a boon, both at home, and while travelling, say Maws.

The company expect a further increase in sales of teats and feeders when their complete feeder range is re-packaged—scheduled for May/June. All Maws feeders are displaying both ounces and millilitres. The range includes Slimline and Simpla feeders in Pyrex, polythene and polycarbonate as well as Dinky feeders for small, vitamin-enriched drinks.

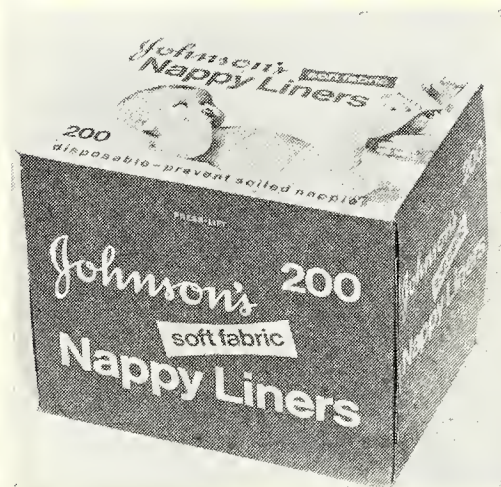
Among the lines already re-packaged and selling well is the Nappy Liner. These are available in packs of 25, 50 and 100. Another notable success has been Baby Bathcare, the first product to come from Maws Research and Development laboratory. Its use is said to eliminate the need for soaps or shampoos. (S. Maw Son & Son Ltd, New Barnet, Herts.)

Product Promotion Round-up

Going for size

Sales growth in the baby care market lies with the large size packs, say Johnson & Johnson Ltd, Slough, Bucks.

As further evidence of their support for this view they have recently introduced the 200 pack of nappy liners shown below.

**Using shop space**

To help chemists come to terms with the perennial problem of display space, William Freeman & Co Ltd, Staincross, Barnsley, Yorks, draw attention to their Suba Seal baby feeding requisites stand.

This, they say, can be used to set up a compact baby care section, as it is designed to carry a representative product range in an area 4 ft high by 20 in square.

A product plan they suggest is based on teats on the top shelf of the display unit, with assorted 8 oz and 4 oz feeding bottles on the second shelf, soothers, teething trainers and mini-feeders on the third shelf and Suba Warma and Staywarm insulated feeding bottle containers on the bottom shelf.

Cot hot water bottles can be separately featured as a special promotion line between September and March.

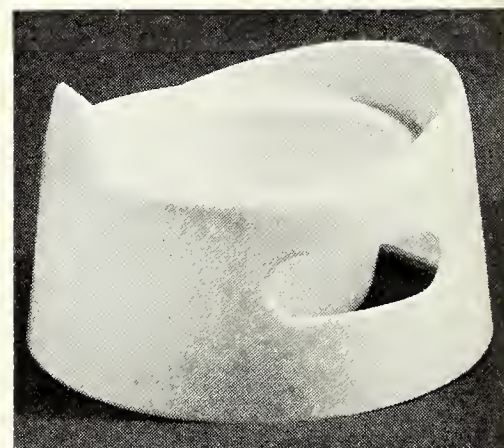
Counter stands and carded lines will give the smaller shop an opportunity to develop this market if space is insufficient to take the floor stand.

Freeman's claim to offer the biggest range of baby feeding products available in Britain. This has been recently extended to include a feeding cup with spouted lid and drinking trainer with two lids, designed to assist baby in the period of changeover from bottle feeding to mixed feeding.

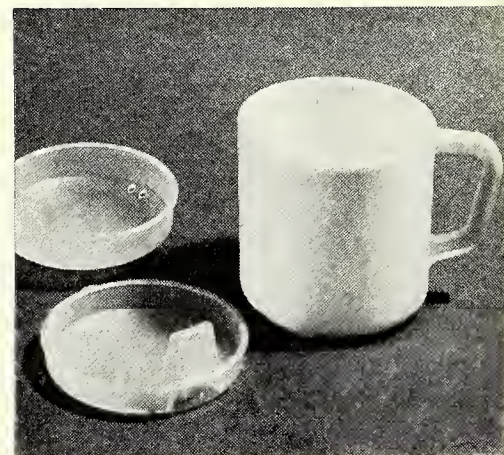
These new lines are made in primrose polypropylene, which can be sterilised by boiling or by any reliable method.

Another new addition to the range is the Suba Potty, a toilet trainer also in sterilisable polypropylene.

Continued on page 17



Above: the Suba Potty. Below: a new feeding cup—from William Freeman



You'll only see these Babies in Chemists



—because they only appear on Maws packs

1. Maws Simpla Feeding Bottle and Teats

The original wide-necked bottle – the bottle that makes feeding baby easier. Food can be mixed *inside* the bottle; the cap converts for use as a funnel; the teat is easy to put on and take off; and for travel, just reverse the cap and store the teat inside!

2. Maws Tufty Tails

Disposable nappies of Swedish design that combine maximum strength and absorbency with super-softness. No chafing, no fluff, no pins, and a new clever idea that makes them easiest of all to flush clean away.

3. Maws Tufty Pants

Designed for comfort, long life, and simplicity in use. Tufty Pants are made of super-soft extra pliable plastic, with long life plastic poppers which make the legs and waist fully adjustable, and no seams to retain moisture or chafe baby.

4. Maws Nappy Liners

Soft Fabric liners for towelling nappies. The gentle liner protects skin and nappy – and when it's used, just throw it away. Made specially for happier mothers and more comfortable babies.

5. Maws Simpla Tablets

The easy safe way to sterilise bottles and teats. No strong liquids to handle or measure, just a simple foil-wrapped tablet. Three weeks supply will fit in a handbag, so they're ideal for visiting and travel.

6. Maws Baby Powder

Made from the finest purest talc, it is soothing, super-soft, and extra absorbent. It is also mildly medicated and helps prevent chafing and irritation. Keeps baby cool and comfortable. Available in two sizes, and in the giant economy size – "Mother and Baby" – ideal for the whole family.

7. Maws Baby Bathcare

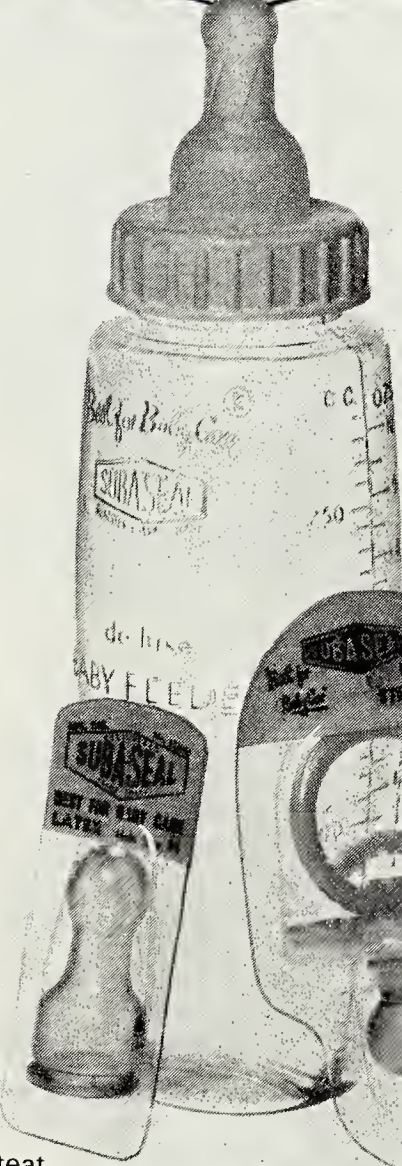
A medicated skin cleanser and shampoo specially formulated to be used in place of soap for baby's skin as well as a shampoo for baby's hair. It avoids eye-stinging and helps keep baby's skin soft and healthy. Specially packaged in an "easy-to-hold" non-breakable P.V.C. bottle.



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Cream that keeps
mother's hands supple
and smooth. Baby too
can enjoy the soft caress
of Vi-Lan's gentle care.

THORNTON & ROSS LTD., LINTHWAITE, HUDDERSFIELD.

Cuxson, Gerrard's trio

Cuxson, Gerrard & Co Ltd, Oldbury, Worcs, have been manufacturing specialised products for babies for many years under the brand name "Sanoid." These products are now being presented under the company's own name. The "CG" range includes:

Baby powder: This is made with sterilised talc, and includes hexachlorophene. The high anti-bacterial qualities of this help to combat the onset of one of the most common troubles with babies "napkin rash." Hexachlorophene also has deodorant properties, Cuxson's point out.

The talc is of very fine and smooth texture, is highly absorbent and has a cooling and soothing effect. Additionally, the powder is daintily perfumed, and is supplied in modern re-styled containers with patent one-hand operated sprinkler caps. Recommended retail prices are: standard size 114 g (4oz), £0.14, large size 270 g (9½oz) £0.25.

Baby cream: This also contains hexachlorophene. It is combined with a cream base which is easy to spread, prevents dryness and imparts a soft emolliency to the skin. The cream is also suitable for the treatment of another common problem with babies, "scurfy scalp."

This is said to be an excellent product for creating goodwill. Supplied in counter display outers containing 12 tubes. Recommended retail price, £0.20 a tube.

Product Promotion Round-up

Baby pants: These are made from a super-soft plastic which is readily washable. The pants are very generously cut in four sizes: small, medium, large and extra large.

Each pair is packed in an attractive carton on which the size is clearly shown and the average weights of babies which the pants will fit. Recommended retail price is £0.12½ a pair.

Combating nappy rash

For combating napkin rash, Priory Laboratories Ltd, West Drayton, Middlesex, offer Morsep, a perfumed germicidal cream containing cetrimide and cod liver oil. A 40 g tube is priced to retail at £0.19.

Against cradle cap, they supply Cradocap, containing cetrimide and lanolin in a cream shampoo base. Tube of 18 g retails at £0.16.

Support for Metanium

Point-of-sale backing for their chemist-only product Metanium is stressed by Bengué & Co Ltd, Alpcrton, Wembley, Middlesex. They are particularly proud of their showcards which feature the baby motif that appears on the Metanium range of ointment and powder.

The product is designed to combat nappy rash, and consists of a combination of titanium compounds in a siliconised base. Titanium has an amphoteric action by which it is capable of absorbing moisture from the skin and discharging it again when exposed to the atmosphere.

By this means the excessive moisture, inevitable when the skin is covered by a napkin, is controlled, and the contained silicone provides, in addition, an extra protection.

The Certificate of Purity and Quality issued by the Royal Institute of Public Health and Hygiene has been awarded to the product for many years.

The formula for Metanium ointment is: Titanium dioxide, 20 per cent; titanium peroxide, 5 per cent; titanium salicylate, 3 per cent; titanium tannate, 0.1 per cent; silicone-paraffin base to 100 per cent.

The formula for Metanium powder is: Titanium dioxide, 25 per cent; titanium peroxide, 5 per cent; titanium salicylate, 1 per cent; titanium tannate, 0.2 per cent; excipient to 100 per cent.

Continued on page 18



Display potential in the new Cuxson, Gerrard powder pack



Bengué are making a feature of their Metanium showcard

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Phone 4429

"If it's 'Pickles' it's got to be good."

Continued from page 17

The ointment is presented in 13 g tubes and 500 g jars; the powder in 25 g and 100 g sprinklers.

The company invite retailers to contact them direct, or ask their medical representatives for show material and details of promotions and bonus offers operating during the year.

Trio for the nursery

Three products made and marketed by Thornton & Ross Ltd, of Linthwaite Huddersfield, are concerned with the comfort and care of the baby. Two of them directly — Vi-Lan lanolin cream and Bansor oral antiseptic — while the third, Zoflora disinfectant, is said to be ideal for washing and rinsing nappies and has wide general application in matters of nursery and home hygiene.

Vi-lan lanolin cream has been specially formulated and blended to replace the natural fats in dry and chafed skin. Its high Lanolin content creates a barrier against chafing and irritation, and makes it particularly useful for use in cold, frosty weather. (£0.11 retail).

Bansor is designed to counteract minor infections and painful conditions of the mouth and throat. This gentle oral antiseptic can be smoothed on to baby's gums to ease the soreness of gum boils, mouth ulcers, thrush and a sore throat.

The product consists of a solution of cetrimide, and is said to be non-irritant and non-toxic to raw surfaces in the dilution marketed.

It may be used as a general mouth antiseptic and can also be applied to soothers to keep free from infection (£0.11).

For hygiene, freshness and fragrance in the nursery Thornton & Ross supply Zoflora, the disinfectant in 10 flower fragrances. It can be used as a spray to reduce the danger of airborne infection; as a germicidal pre-wash soak; and as a fragrant final rinse (£0.14). Zoflora aerosol freshener retails at £0.19½.

Members of Freflo feeding bottle "family," which have enjoyed marked success in their recently re-styled presentation. They represent part of the range of Lewis Woolf Griptight Ltd, Selly Oak, Birmingham



Product Promotion Round-up

Cannon addition

A new introduction to the Cannon range of baby products is the Babysafe polycarbonate feeding bottle complete with dormal cap.

The addition of the dormal cap, designed to keep the feeding teat dust-free before feeds, "enhances the clean sterile lines of the existing popular feeding bottle," say Cannon. (Cannon Rubber Manufacturers Ltd, Ashley Road, London, N 17.)

Placidex success

The 100 ml size of Placidex, introduced a year ago by E. C. De Witt & Co, Seymour Road, London, E 10, has proved an outstanding success, they report. The product, a paracetamol syrup, is recommended as a safe analgesic for children from three months upward. The 100 ml bottle retails at £0.25 and the 50 ml size at £0.25.

De Witt also produce Gum-eze, which they describe as "the modern answer to babies' teething troubles (£0.15), and No-rash, a silicone-based preparation against napkin rash, which contains cetrimide and benzalkonium bromide (£0.20).

Revised edition

Fennings Pharmaceuticals, Ashton-under-Lyne, Lancs, makers of Fennings Cooling Powders, have recently produced a completely revised edition of their well-known "Every Mother's Book."

50 years on the market

To celebrate their 50th birthday earlier this year, Sister Laurus Infant & Invalid Food Co Ltd, of Bishopbriggs, Scotland, made a presentation to every member of the staff.

Their original product—Sister Laurus Baby Food—was devised by the late Sister Laura M. Smith (who was closely associated with the company from 1920 and after her retirement from the Royal Hospital for Sick Children, Glasgow) and from then, as today, the baby food has been distributed only through chemists.

Steady sales

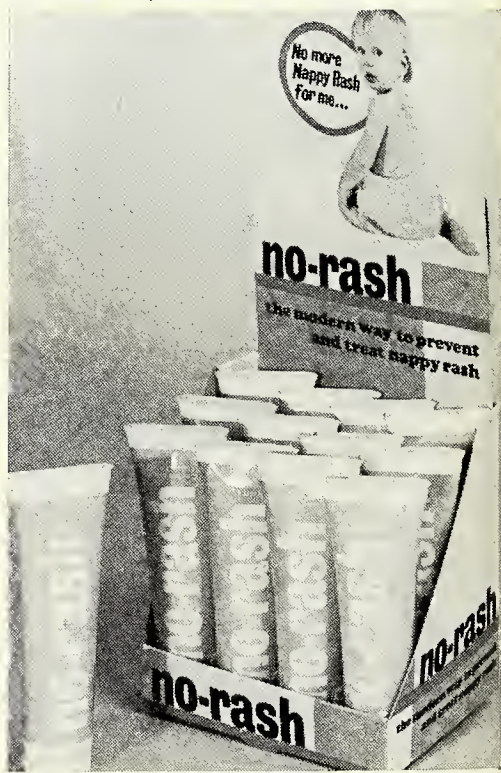
Continued success for their two specialised baby care products is reported by J. Pickles & Sons, Knaresborough, Yorks.

SCR, their cradle cap remedy, is priced to retail at £0.14 a jar, and Snufflebabe, a vapour rub for the very young, at £0.9 a jar.

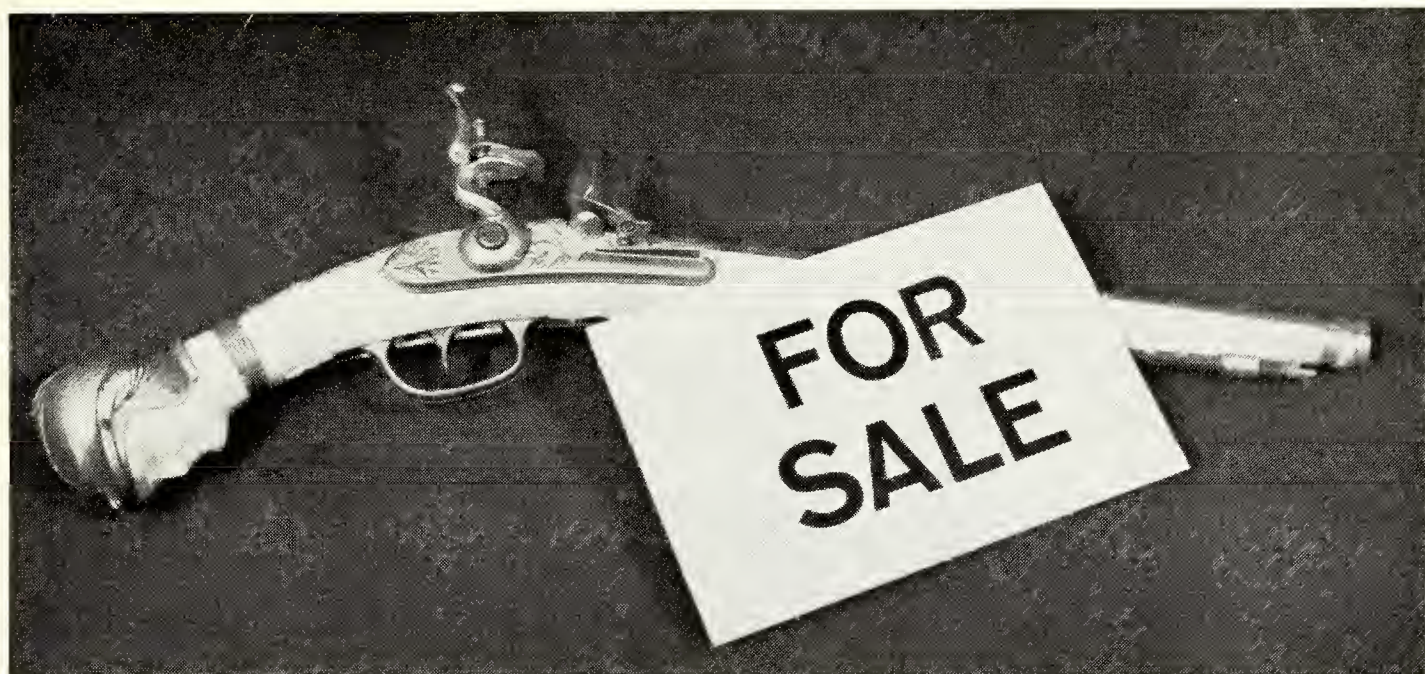
The Cannon range of baby products: their new Babysafe bottle with dormal cap is in the middle row on the right



Counter dispenser for De Witt's No-rash



who wants



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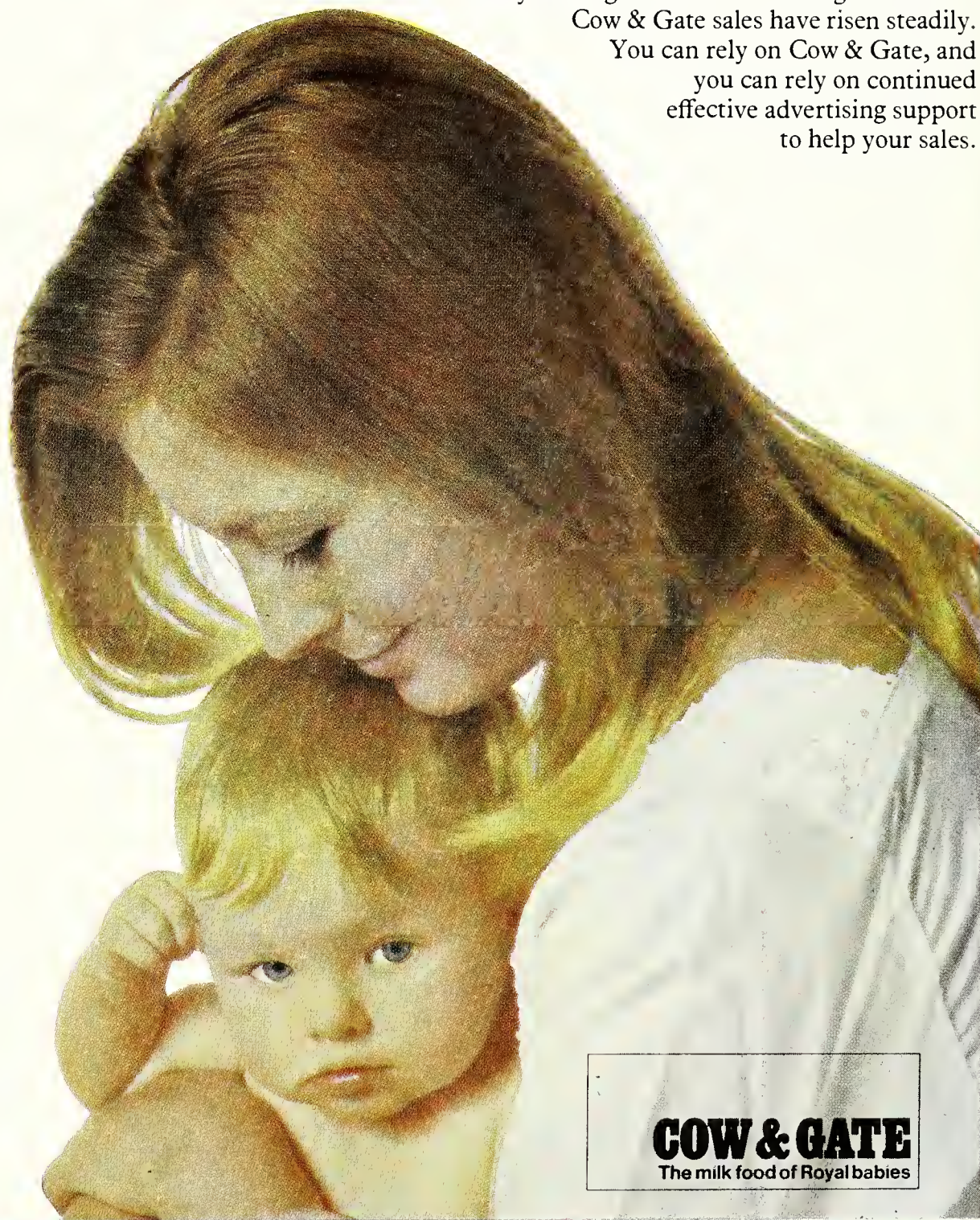
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